MARCH 22, 1948

PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

Once Again . . . Another Million Letters!

19 MILLION IN 18 YEARS

For the eighteenth consecutive year, WLS again in 1947 received another million letters—1,083,554 to be exact! In the 18 years that WLS has been under its present management, 19,157,402 letters have been received from listeners—more than a million a year average! The WLS audience is responsive and loyal—loyal to the station and to the advertisers who make possible WLS programs . . . which means *WLS Gets Results!*

A Clear Channel Station

WLS

CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER President

GLENN SNYDER Manager

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix · KTUC, Tucson · KSUN, Bisbee-Lowell-Douglas

CBS STARS ARE ALWAYS SHINING OVER *Eastern Iowa* VIA **WMT**

call for Philip Morri

call for Dinah Shor

call for Harry Jame

"call for Music"

Call for WMT when you want to sell Eastern Iowa's prosperous million

The talent-packed new Dinah Shore — Harry James show is one more good reason why WMT, Eastern Iowa's only CBS outlet, is famous for good listening. There are 1,131,782 people within WMT's 2.5 MV line . . . and a walloping-high percentage listen loyally at the 600 KC spot on the dial. Technically, it's Iowa's best frequency. Actually, it's an advertiser's entree to one of the richest farm-and-industry markets in the world. *Get all the facts from the Katz Agency man . . . and CALL FOR WMT.*

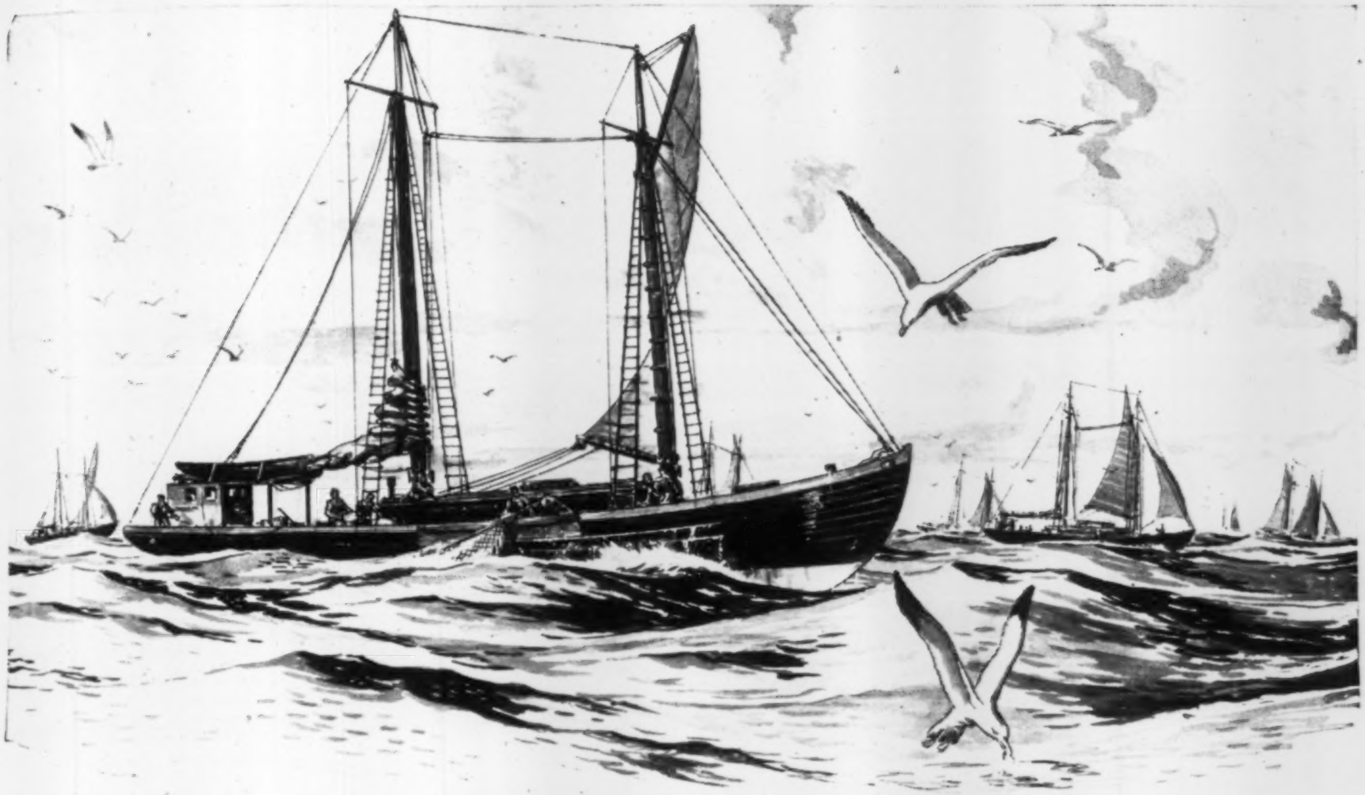
MINN.
WISC.
DUBUQUE
CLINTON
DAVENPORT
CHICAGO
SIOUX CITY
IOWA
Cedar Rapids
ILL.
NEB.
OTTUMWA
BURLINGTON

WMT

Cedar Rapids

BASIC COLUMBIA NETWORK

600 KILOCYCLES 5000 WATTS DAY AND NIGH



It takes the FLEET *to make the* BIGGEST CATCH

New England is the third largest market in the United States for population density and buying power.

Yet to reach all of New England's important markets with two or three stations is practically impossible.

You need local impact in the many important city and suburban trading zones.

Yankee's 23 home-town stations provide this impact. Each of these home-town stations is dialed for local, regional and coast-to-coast programs — has the local acceptance, the responsive audience you need for direct sales stimulation in every neighborhood trading area.

Through Yankee — and only through Yankee — you can reach 89.4% of New England's radio homes. That kind of coverage is bound to produce for you in this volume market.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

UNITED AIRLINES, through N. W. Ayer & Son, Chicago, and American Airlines, through Ruthrauff & Ryan, New York, considering spot campaigns to publicize return of DC-6 planes. TWA, through BBDO, New York, set for spot campaign in four cities for four weeks effective March 24 to promote Constellations.

NEW-BORN INTEREST of Acting Chairman Tobey of Senate Interstate & Foreign Commerce Committee in radio may extend beyond clear-channel hearing April 5 in which FCC'c authority over allocations is all but preempted. With both FM and TV allocations in hot dispute, next Tobey move (not necessarily in his name) may well be in connection with severe shortage of TV allocations.

BATTLE OF major proportions now foreseen over controversy stirred up by complaints that editorial policies of KMPC Los Angeles are dictated by G. A. Richards, principal owner also of WJR Detroit and WGAR Cleveland. FCC, on basis of pending complaints, is undertaking investigation.

ALL TALK of NAB's Los Angeles Management Conference spilling over into third day (Wednesday, May 19), can be discounted. Board, with heavy agenda, is opposed to idea and has scheduled its meeting for 10 o'clock that morning.

ALTHOUGH announcement hasn't yet been made, *New York News* will lose out by 4-3 FCC vote on its controversial FM proceeding for one of New York facilities. Decision will be based on individual merits rather than editorial policy of newspapers.

RADIO Correspondents Assn. and Republican National Committee can't come out and say so, but they'd be most pleased if 100 or so correspondents who want seats at Philadelphia convention would change their minds. Association has 387 names and only 250 seats.

DESIRE of Edwin W. Pauley, West Coast tycoon and former Democratic party power, to enter radio transcends application for TV in San Francisco (see story page 81). While confirmation was lacking, it was learned authoritatively he is dickering for Thackrey stations KLAC Los Angeles (which has TV construction permit) and KYA San Francisco, regional independents, for about $1,000,000.

SOME OBSERVERS wonder whether wave jumping will again be resorted to by our Latin neighbors in view of upcoming NARBA sessions. Both State Dept. and FCC are protesting recent jump of HI3T, Dominican Republic, to 1040 kc, 1-A clear assigned to WHO Des Moines. Official list, however, shows station on 1050 kc, Mexican clear to which it

(Continued on page 94)

Upcoming

March 22-23: NAB 14th District meeting, Brown-Palace Hotel, Denver.

March 22-24: Chicago Technical Conference and Production Show, Stevens Hotel, Chicago.

March 22-25: IRE Annual Convention, Hotel Commodore and Grand Central Palace, New York.

(Other Upcomings on page 93)

Bulletins

FIRST telecast of symphony since AFM-network peace claimed by WCAU-TV Philadelphia which planned 5-6 p.m. Saturday pickup of Philadelphia Orchestra, with CBS TV network trying to obtain lines. NBC planned NBC Symphony pickup later same evening (early story page 13).

SENATE Interstate Commerce Committee to hold public hearing on revised Capper Bill (S-265) to prohibit advertisement of alcoholic beverages on radio. Full committee held hearings on original bill last May and referred matter to subcommittee which suggested revisions. No date set for hearing.

PANEL feature *American Forum of the Air* formerly on MBS as sustainer, to be transcribed and offered for co-op sponsorship by Robert Enders Adv. Agency, Washington. Theodore Granik is moderator.

MILWAUKEE TV RELAY

WORK started on three microwave relay stations between Chicago and Milwaukee, indicating Milwaukee will be hooked up with Chicago by television next fall. Terminals being built in Illinois Bell long-distance center, in Chicago's loop, and in the Wisconsin Telephone Co. toll building in downtown Milwaukee.

STARS TAUGHT BY TV

TELEVISING of celestial bodies through telescopes will lead to increased public knowledge of universe, Capt. Guy W. Clark, superintendent of U. S. Naval Observatory, said Friday on basis of Thursday night telecast on WMAL-TV Washington. Audience was able to see moon and stars as if looking over shoulder of astronomer, Capt. Clark said, describing telecast as step forward in teaching astronomy. Feature arranged by Burke Crotty, WMAL video director, who lashed camera to face plate of 40-inch observatory reflector.

Business Briefl

LEVER PURCHASE ● Lever Bros., Ca bridge, Mass., has bought 11:30-12 no Saturday period on CBS starting April but will not disclose product, agency or nar of show. Understood adolescent format planne possibly *Junior Miss.* Lever has renewed *Au Jenny* weekday series on CBS 12:15-12: p. m. through Ruthrauff & Ryan, New Yor

TWO CONTINUED ● Philip Morris C New York, renewed 52-week sponsorship *Queen for a Day* and *Heart's Desire* serie on MBS effective April 19. Firm sponsors 1 minute segment of each half-hour shov Agency, Cecil & Presbrey, New York.

RADIO CONSIDERED ● Hardin Chemica Co. considering radio in prospective campaig in Philadelphia and New York, introducing nev tablet deodorant. Cayton, Inc., New York, i agency, S. G. Mathews, account executive.

EQUITABLE RENEWS ● Equitable Lif Assurance Society of U. S. signed 52-wee renewal contract with ABC for *This Is Yo FBI*, Fri., 8:30-9 p.m. Agency, Warwick Legler, New York.

SCHAEFER BEER SPONSORS ● Schaefe Beer to sponsor *Sports Album*, 5-minute Zi video package, on WCBS-TV, precedin Brooklyn Dodgers home ball games. Agenc BBDO.

DISTRICT MEETINGS ARE SCHEDULED BY NAB

DATES for eight NAB district-area membership meetings this summer announced Frida (early story page 14). Schedule follows: District 4 (D. C., N. C., S. C., Va., W. Va.), Hotel Greenbrier, White Sulphur Springs, W. Va., July 26-27; District 3 (Pa., Md., Del. Bellevue-Stratford, Philadelphia, July 29-30; District 1 ((New England), Hotel Somerset, Boston, Aug. 2-3; District 2 (N. Y., N. J., Hotel Sheraton, Rochester, Aug. 5-6; Districts 7 (Ky., Ohio) and 8 (Ind., Mich. part), joint meeting, French Lick Sprin Hotel, French Lick, Ind., Aug. 9-10; Distri 9 (Ill., Wis. in part), Palmer House, Chicag Aug. 12-13; Districts 10 (Ia., Mo., Neb.) a 12 (Kan., Okla.), joint meeting, Muehleba Hotel, Kansas City, Aug. 16-17; District (Minn., N. D., S. D., Wis. in part, Mich. part), Radisson Hotel, Minneapolis Aug. 19-2

NBC SUMMER SCHEDULING SAME AS OTHER NETWORKS

NBC has notified affiliates it will pursue sa summer program scheduling, because of da light time problem, that other networks ha arranged.

No formal announcement of plan made NBC headquarters in New York, but it wa understood network would install system recorded repeat broadcasts to deliver progra at accustomed hours.

WSIX gets results

WSIX gets results for **advertisers of beauty products.** And the proof is in a long list of year in year out renewals. As a sample, two outstandingly successful manufacturers have used quarter-hour shows on WSIX for well over four years each. Evidently, these sponsors count on WSIX for consistent, productive coverage of Nashville's 51-county retail trade area. Consult with your nearest Katz representative for other success stories and more complete information about the way WSIX can help with your sales problem.

5000 WATTS · 980 KC

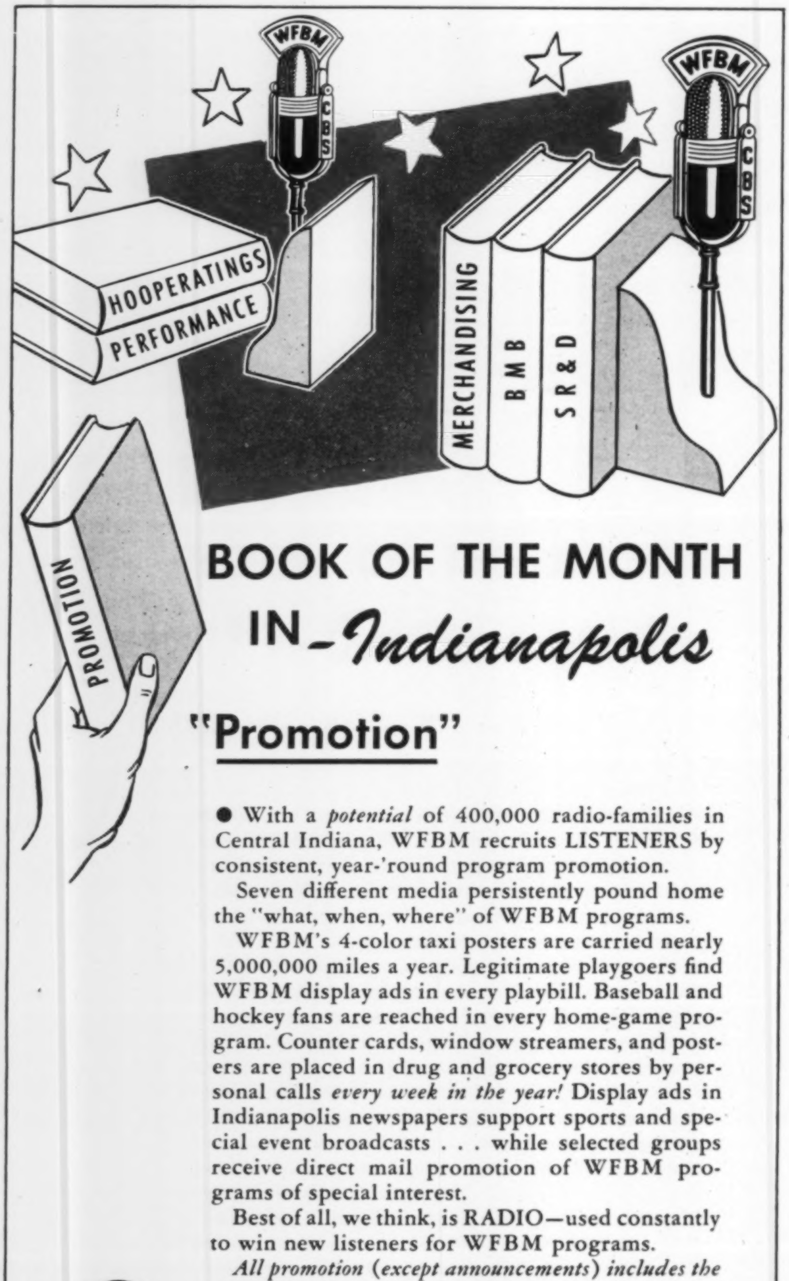
AMERICAN

Represented Nationally By
THE KATZ AGENCY, INC.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

And WSIX-FM-97.5 MC

WSIX gives you all three: Market, Coverage, Economy



BOOK OF THE MONTH IN–*Indianapolis*

"Promotion"

● With a *potential* of 400,000 radio-families in Central Indiana, WFBM recruits LISTENERS by consistent, year-'round program promotion.

Seven different media persistently pound home the "what, when, where" of WFBM programs.

WFBM's 4-color taxi posters are carried nearly 5,000,000 miles a year. Legitimate playgoers find WFBM display ads in every playbill. Baseball and hockey fans are reached in every home-game program. Counter cards, window streamers, and posters are placed in drug and grocery stores by personal calls *every week in the year!* Display ads in Indianapolis newspapers support sports and special event broadcasts . . . while selected groups receive direct mail promotion of WFBM programs of special interest.

Best of all, we think, is RADIO—used constantly to win new listeners for WFBM programs.

All promotion (except announcements) includes the name of the sponsor or the product advertised.

Persistent program promotion is one reason why . . .
WFBM *is "First in Indiana" any way you look at it!*

WFBM
INDIANAPOLIS
BASIC AFFILIATE: Columbia Broadcasting System
Represented Nationally by The Katz Agency

BROADCASTING
TELECASTING

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Jo Hailey, Ed Keys, Joseph M. Sitrick, Mary Zurhorst; EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley, Doris Sullivan.
Eleanor J. Brumbaugh, *Secretary to the Publisher.*

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AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

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PROMOTION

WINFIELD R. LEVI, *Manager*

Betty Beckanstin.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor.* Florence Small, Irving Marder, Marjorie Ann Donnell, Anita Lamm.
Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson, Tom Stack.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CENtral* 4115
William L. Thompson, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28. *HEmpstead* 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor,* Ann August.

TORONTO BUREAU

417 Harbour Commission Bldg. *ELgin* 0775
James Montagnes, *Manager.*

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY

"LINDA'S FIRST LOVE"

KULA
KULA
KULA

IN HAWAII IS KULA

And KULA says Aloha to Linda and her sponsor Lever Brothers and their agency, National Export Advertising Service. Lever Bros. join with such other national advertisers as Peter Paul with their daily newscast (thanks to Brisacher, Van Norden & Staff), and Vox Pop sponsored by American Express Company . . . American Chicle . . . Procter and Gamble . . . Kool Cigarettes . . . Alden's Incorporated . . . Tintex . . . E-Z Lighters . . . Mother's Home Life . . . and many other national spot advertisers who have learned the value of KULA's *one station coverage* of the Hawaiian Market. Your product too, may enjoy the good, old fashioned Hawaiian Hospitality in "The New West of America.

KULA

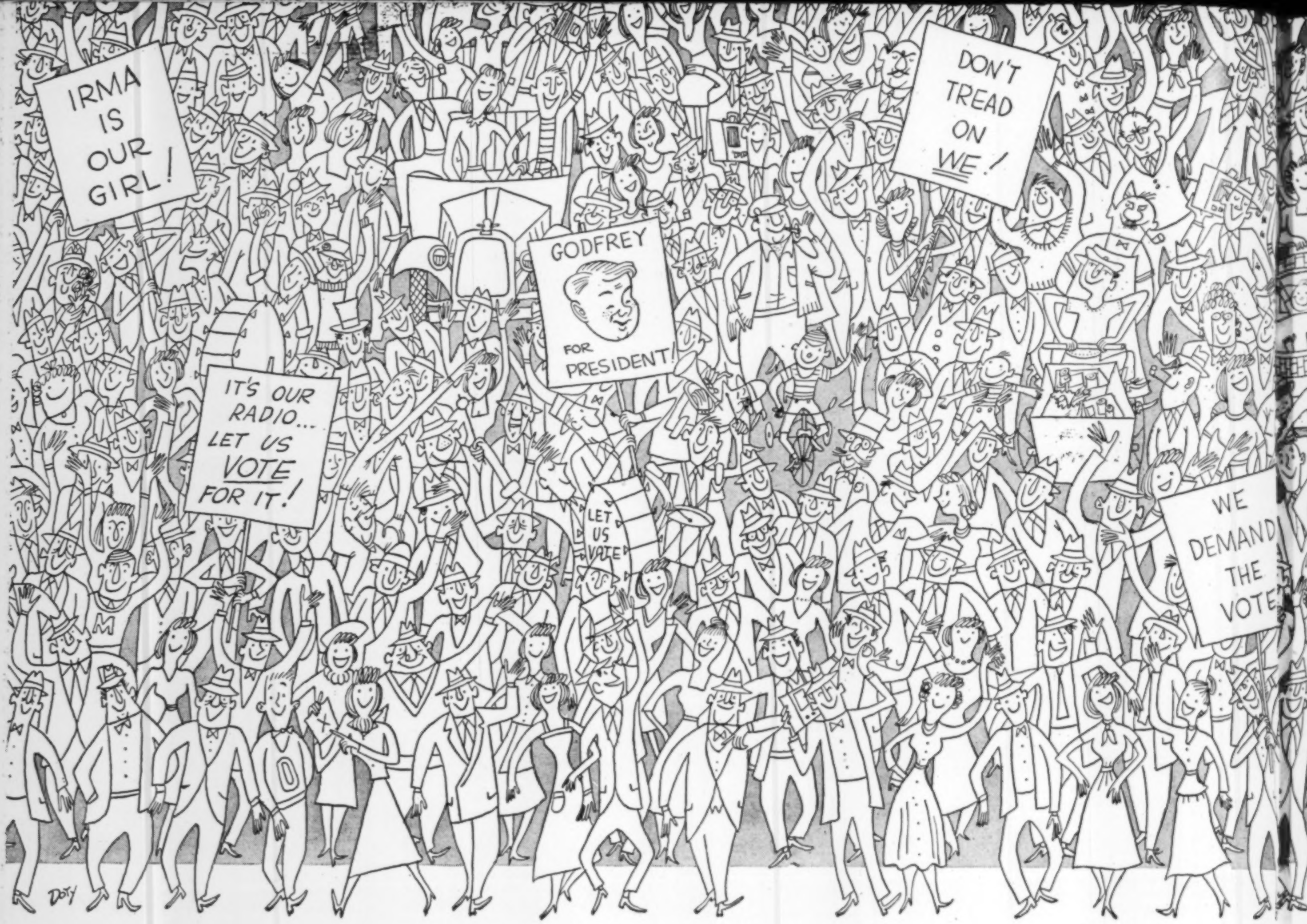
10,000 WATTS • 690 KILOCYCLES • ABC AFFILIATE

PACIFIC FRONTIER BROADCASTING CO., LTD., HONOLULU, HAWAII

FOR INFORMATION ON THE HAWAIIAN MARKET — FOR RATES FOR "ONE STATION COVERAGE" OF HAWAII SEE

ABC or AVERY KNODEL, Inc., National Representatives

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES


IRMA IS OUR GIRL!
DON'T TREAD ON WE!
GODFREY FOR PRESIDENT!
IT'S OUR RADIO... LET US VOTE FOR IT!
LET US VOTE
WE DEMAND THE VOTE
DOTY

The listeners are big enough to vote!

Here's a revolutionary notion—letting the listeners, of all people, get into the act of medal-pinning in Radio. But there it is—Radio Mirror magazine has just done it—in the first nation-wide listener's poll. And it turns out that Radio's most intense fans, who listen to Radio most devotedly, and who love it best—jump by the thousands at a chance to vote for their favorites.

And they vote CBS

13 "firsts"—as many as for all other networks put together—went to CBS programs or personalities.

And here they are—the PEOPLE'S choice:

E
AND
HE
OTE
VOTES FOR PEOPLE!
VENI, VIDI, VIC DAMONE!
LISTENERS ARE SO PEOPLE!
WE WANT TO VOTE
PEOPLE LISTEN MORE THAN ANYBODY!

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FAVORITE RADIO **PROGRAM:** ARTHUR GODFREY
—for two shows—both CBS-created Package Programs
—Godfrey's Chesterfield Show and "Talent Scouts" (Lipton)

FAVORITE **NEW** PROGRAM FOR 1947: "MY FRIEND IRMA"
—again a CBS-created Package Show (Swan Soap)

MOST PROMISING **NEWCOMER:** VIC DAMONE
—first nationally spotlighted by CBS on "Talent Scouts"
—now starring on "Saturday Night Serenade" (Pet Milk)

FAVORITE **DRAMATIC** PROGRAM: LUX RADIO THEATRE

FAVORITE **COMEDIENNE:** JOAN DAVIS (CBS Co-op)

FAVORITE **HUSBAND-WIFE** TEAM: OZZIE AND HARRIET
(International Silver)

FAVORITE **FEMALE VOCALIST:** DINAH SHORE *(Philip Morris)*

FAVORITE SHOW FOR **CHILDREN:** "LET'S PRETEND"
—another CBS Package (Cream of Wheat)

FAVORITE **EDUCATIONAL** PROGRAM: THE CBS AMERICAN SCHOOL OF THE AIR—*CBS-created, now in its 18th year*

FAVORITE **COMMENTATOR:** LOWELL THOMAS *(Ivory Soap)*

FAVORITE DAYTIME SERIAL **ACTOR:** KARL SWENSON
—of "Our Gal Sunday" (Anacin). Also appears on NBC

FAVORITE DAYTIME SERIAL **ACTRESS:** BETTY WINKLER
—of "Rosemary" (Ivory Snow)

LOOKS LIKE MORE PROOF OF CBS' WINNING WAYS

. . . in programs that please most (CBS-created and produced Godfrey Shows, Irma, mr.ace and JANE, Suspense, Abe Burrows, Studio One, Hoagy Carmichael . . . all evidence of CBS' commanding lead in creative programming)

. . . in programs that deliver most (CBS leads all networks in size of audience delivered for each advertising dollar spent for time *and* talent)

. . . in programs that serve most . . . the great CBS documentaries, the unmatched CBS news service, the powerful lineup of public affairs broadcasts . . . all have helped win for CBS such recognition as that of the New York *Times*, which has labelled CBS programming "far and away the leader"

Columbia Broadcasting System

WHAT STATION IN SOUTHEASTERN OHIO DELIVERS 60 PERCENT OF THE LISTENING AUDIENCE?

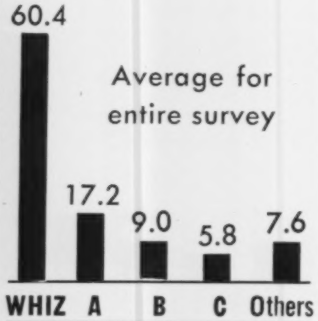
IT'S

WHIZ

ZANESVILLE

60 PERCENT

. . . of all listening homes in Zanesville are tuned to WHIZ, according to Conlan Survey (week of November 16, 1947).



MORNING, NOON AND NIGHT

. . . WHIZ dominates in Southeastern Ohio.

- 55.5% of morning audience
- 59.7% of afternoon audience
- 63.2% of evening audience

IT'S A

WHIZ

FOR SALES

NBC IN ZANESVILLE

REPRESENTED BY JOHN E. PEARSON

Feature of the Week

At the "Man of the Month Club" luncheon (l to r): Mori Greiner, editor of "Swing;" John T. Schilling, WHB vice president and general manager; Mr. Hillix and Mr. Davis.

* * *

"IN KANSAS CITY we choose to have only first-rate leaders," Don Davis, president of WHB Kansas City, told that city's top executives in government, business, education and civic affairs at a dinner March 8.

The dinner meeting was proof that Mr. Davis meant what he said. Those attending welcomed a new member into Kansas City's most select society—the "Man of the Month Club." He was Kansas City Chamber of Commerce President Albert Hillix. The club is a dream-come-true for Mr. Davis, designed to provide proper recognition for achievement and encourage civic leadership "by the fittest." It is sponsored by WHB and *Swing*, WHB's monthly pocket-size magazine.

Each Kansas Citian making the

(*Continued on page 77*)

On All Accounts

IF THE Procter and Gamble claims that "Duz Does Everything" are true, it seems predestined that the Compton Agency account executive for that product is Seaward Woodard. Mr. Woodard is probably the only man in the industry who has done more than Duz.

A few of Mr. Woodard's previous occupations include a stretch in an automobile factory, a tour as a Studebaker salesman, a stint as a construction gang worker, a job loading flat cars in a lumber camp, a hitch at a gasoline pump, a job in the men's furnishing section of a department store, and a radio post at 11½ cents an hour in a condenser factory.

Covering more ground in his early occupations than his own latter day friend, "The Walking Man," Mr. Woodard went from Oregon to California, to Chicago, to Detroit, to Kansas City and finally to New York. During all this journeying Mr. Woodard confesses that the stir he made in industry circles might easily have won for him the designation, "Mr. Hush."

SEAWARD

Mr. Woodard met destiny in the form of a mailroom slot in the Benton & Bowles agency. Graduating from the sponge and glue-pot to the traffic department, his affinity for advertising spurred his advancement into the radio production field. From there he moved to Compton Advertising Inc., New York.

Within six months after joining the Compton organization, Mr. Woodard was assigned to the Duz account where he remained for eight months before making a two-year switch to the Crisco section. After 18 months of service with the Merchant Marine, Mr. Woodard rejoined the agency, going back to the Duz group where he successfully made the ascent to account executive.

As functionary on this remarkably successful account, Mr. Woodard is in charge of its three radio programs — *Truth or Consequences*, *The Guiding Light*, and *Road of Life*.

Married and the father of three children, he is alternately a skiing and tennis enthusiast, maintains a productive home workshop, and is currently studying piano. While he is strictly a steak-and-mashed-potatoes man, he has a fondness for mayonnaise garnished with salad, and would rather have ice cream than apple pie, if he can't have both.

Profits Await Advertisers in these 5 Markets

WORK
YORK, PA.
ESTABLISHED 1932

WEST
EASTON, PA.
ESTABLISHED 1936

WKBO
HARRISBURG, PA
ESTABLISHED 1922

WGAL
LANCASTER, PA.
ESTABLISHED 1922

WRAW
READING, PA.
ESTABLISHED 1922

NBC AFFILIATES

Represented by
ROBERT MEEKER ASSOCIATES
NEW YORK • LOS ANGELES
SAN FRANCISCO • CHICAGO

STEINMAN STATIONS

NATIONAL ADVERTISERS

are thinking WISH*fully*

One of the richest markets in the nation awaits your sales messages over the airwaves of this popular Hoosier station. Never in the history of this active Indianapolis territory have so many buyers had so much money. Money with which to buy the things you can make them wish for over WISH.

WISH

Indianapolis

GEORGE J. HIGGINS, GEN. MGR.

FREE & PETERS, INC., Exclusive National Representatives

THE STATION THAT NEVER OUT-PROMISES BUT ALWAYS OUT-PERFORMS

NORTH CAROLINA

is the South's

No. ① STATE

and North Carolina's

No. ① SALESMAN

is

WPTF

Raleigh, North Carolina

50,000
WATTS
NBC
AFFILIATE
680 KC

FREE & PETERS *National Representatives*

BROADCASTING
TELECASTING

Vol. 34, No. 12 WASHINGTON, D. C., MARCH 22, 1948 $7.00 A YEAR—20c A COPY

NETWORK-AFM PEACE PACT

Petrillo Firm on Discs

AN UNEXPECTEDLY amicable agreement ending the AFM's long-standing ban against live music on television and promising three years of musical peace in network broadcasting was signed last Thursday in New York by James C. Petrillo, AFM president, and executives of the four major networks.

Under terms of the agreement:

- AFM musicians may perform for television productions of all kinds.
- Present contracts between the AFM and the networks were renewed for three years—at no change in wage scales or the number of musicians hired by the networks or their owned and operated stations.
- Networks may duplicate programs on AM and FM facilities and may use musicians on cooperative and local participation programs at no extra fees.

Still unsettled were wage scales for television performances, but both the union and the networks expressed belief these cases would be negotiated individually as they arose.

See Broadcasters' Reaction to the Petrillo-Network Pact, page 86.

The AFM-network agreement, most comprehensive in the history of relations between the union and broadcasters, covered all phases of broadcast music save that originating on FM. Negotiations in that domain have been held by Mr. Petrillo and FM broadcasters, and it is expected separate agreements covering FM originations will be reached.

The agreement renews present contracts for three years from their expiration date last Jan. 31. Present contracts call for top scale of $191.45 per week for regular staff musicians.

The network agreement was announced at a news conference at which cordiality between union and network representatives was unrestrained.

Frank E. Mullen, executive vice president of NBC, heralded the agreement as "of the greatest significance to the entire broadcasting industry. Peace has been established on the network front with the removal of the many burdensome restrictions which impeded the orderly progress of AM and FM sound broadcasting and television," Mr. Mullen said.

He announced the first musical program on NBC television would be its NBC Symphony, under the direction of Arturo Toscanini, Saturday, March 20. NBC would simultaneously televise the symphony as it was performed on its aural network. Mr. Mullen said David Sarnoff, president and board chairman of RCA, probably would appear on the symphony telecast.

Mr. Petrillo and Mr. Mullen both stated that agreements as to wage scales for musicians performing in the symphony would be settled before Saturday night.

Although no other network reported plans for such immediate use of live music on television, all said they intended to take full advantage of the lifting of the ban.

Permission to Television

The joint announcement by the union and the networks said, with respect to television:

". . . Musical programs broadcast on AM networks may also be broadcast on television simultaneously; and the musicians employed under the AM contracts will also be subject to assignment for independent television programming. Television pickups of public events, including live music, such as parades, activities at stadium and arenas and the like, may also be picked up via television; and use of filmed transcriptions of television shows, for the purpose of making such broadcasts available to the affiliates of the originating stations, will also be permitted.

"All parties, feeling it was too early to set a fixed rate pattern

(*Continued on page 14*)

Petrillo Statement

FULL text of the prepared statement by James C. Petrillo, president of the AFM, in connection with the signing of a three-year agreement between the AFM and the major networks follows:

The AFM fully recognizes the public's stake in television and that was a principal consideration throughout the negotiations. We were determined from the outset that we would go all-out to assist in the development of an art which has great educational and entertainment possibilities for the public. The musicians want to aid television's growth, just as we did in the early days of standard broadcasting.

To prove our good faith, we have pledged that the rate pattern for live music during this development period for television will be reasonable. It will be available on a basis that this new, but growing industry can afford to pay. The industry, likewise, has pledged that it will afford opportunity for our musicians to participate substantially in the development of television.

Network-AFM Statement

TEXT of joint statement by AFM and networks:

It was announced today by James C. Petrillo, president of the AFM and by spokesmen for ABC, CBS, NBC and WOR, New York key station of MBS, that a complete settlement had been reached on all issues which have been in negotiation between the AFM and the networks since last December.

The main terms of the settlement are as follows:

The contracts now in effect between the AFM locals in New York, Chicago and Los Angeles and the stations owned by the networks at these points are renewed for a period of three years. There will be no changes in the former salary schedules or in the number of musicians employed at these stations.

The contracts will be modified

(*Continued on page 86*)

CLEARS' FATE

Battle Lines Re-form For April 5 Hearing

By RUFUS CRATER

A TEN-DAY VERSION of FCC's three-year clear-channel proceeding was shaping up last week for the Senate Interstate & Foreign Commerce Committee's hearings starting April 5 on the Johnson Bill (S-2231) to break down the clears and keep the 50-kw lid on power.

The battle again will find clear-channel stations and their Clear Channel Broadcasting Service arrayed on one side, advocating continuation of the clears and use of higher power to solve the nation's radio coverage problems. In the other camp will be the regionals and locals, protesting that breakdowns are the true solution and that high-powered clears will create monopolies which imperil both the smaller stations and the nation's listeners.

That much was obvious from the more than 300 letters which committee spokesmen said they had received since broadcasters were invited to give their views on the Johnson measure [BROADCASTING, March 8]. Numerically, letters favoring the bill are preponderant. But clear-channel advocates showed clearly that they do not intend to relent.

Acting Chairman Charles W. Tobey (R-N.H.) meanwhile served notice that "we do not comtemplate a Roman holiday with a protracted hearing during which those best equipped financially can put on the best show." He felt that "obviously, licensees must be treated alike with respect to time." It was not generally felt that more than 10 days would be spent on the hearing, and the concensus among observers was that the time might be nearer one week than 10 days.

"We certainly do not intend to conduct a repetition of the lengthy clear-channel hearing held by the FCC," Chairman Tobey wrote to CCBS Counsel Louis G. Caldwell in a letter released by the commit-

(*Continued on page 87*)

Petrillo Millennium, Or Is It? . . . . AN EDITORIAL

IF THERE'S a gimmick in the AFM-network agreement, it isn't discernible to the naked eye. And broadcasters are accustomed to gimmicks when James Caesar Petrillo is on the trigger end.

Jimmy either has seen the light, or has listened to sound public relations counsel. The joint statement of the four networks and AFM is this generation's modern miracle in music.

Television can have music, with no strings attached. So can FM. The co-op problem, delayed broadcasts, platter-turners are all settled, and settled as radio, rather than AFM, proposed. There are no understandings which would mean featherbedding, standbys; no increase in pay scales.

It's a clean sweep, on paper, except for the concession on sustained employment of existing staffs for three years. Networks also have made concessions as to owned-and-operated stations, but these need not necessarily set the standard for independents and affiliates.

FM is now assured of live music without sanctions, as was agreed temporarily 10 weeks ago. TV can use network (and we presume AM station) staff musicians. There remains to be settled the form of contract for independently-owned stations, but the pattern seems set. The recording ban is yet to be resolved. And maybe that's where Jimmy will concentrate his heavy fire.

We hope the network-AFM agreement is a harbinger of good faith and above-board dealing in all union-industry relations. Broadcasters, and all others concerned, should be mindful of the fact that their determination to stand up and fight may have dampened the Petrillo ardor; that the passage of both the Lea and the Taft-Hartley laws had a depressing effect upon AFM and other unions.

We'll venture you haven't heard the last of AFM efforts to amend the 1909 Copyright Act to provide a performing right in recordings for musicians, and which would pave the way for a sort of per rendition royalty for AFM members. Such a provision would have dire forebodings for independent stations dependent upon recordings. That's a bridge to be crossed when reached.

And we hope that if the AFM-network agreement is the dawning of a new era that a generous portion of it rubs off on other unions which have made impassable the road toward economic normalcy in a still all-too troubled world.

Network—AFM

(*Continued from page 13*)

for such television use of musicians' services, agreed that, instead, individual rate arrangements would be made from time to time to meet program needs as they arise. All such arrangements will be subject to mutual agreement by the parties involved in each case."

In a prepared statement of his own, Mr. Petrillo said, "We have pledged that the rate pattern for live music during this development period for television will be reasonable. It will be available on a basis that this new, but growing, industry can afford to pay."

Both parties pointed out that the agreement provided that musicians could perform for television films as well as live telecasts. The agreement did not, however, affect Mr. Petrillo's ban against the use of music on motion picture films designed primarily for movie threatre use and still unavailable to television.

Not to be overshadowed by the perhaps more dramatic feature of the agreement covering television was the renewal of present network-AFM contracts at no change in wage scales or in the number of musicians hired.

Mr. Petrillo's agreement on this point was regarded as a concession; he had previously stated his intention to seek higher pay and greater job opportunities for his musicians.

Questioned as to his reason for reversing his position on this matter, the AFM president said: "They (the networks) simply said they couldn't give us any more money or any more men."

Mr. Petrillo was also asked if he intended, now that his negotiations with the networks had been completed, to open talks with recording manufacturers against whom his musicians have imposed a ban since last Dec. 31.

His answer was negative. "We're finished with recording," he said.

It was made clear that AFM musicians would continue to play for recorded network programs intended to be broadcast only once. He will ask no greater fees, he said, for performances on programs which are transcribed or recorded for delayed broadcasts or repeats in various time zones.

Representing the networks at the news conference were Mr. Mullen; Charles R. Denny, NBC vice president and general counsel; Joseph H. Ream, CBS executive vice president and secretary; Mark Woods, ABC president; Robert D. Swezey, MBS vice president and general manager; Theodore C. Streibert, WOR New York president and Mutual vice chairman.

Films of the conference were made by an NBC television crew for presentation on a later broadcast.

ENGINEERING

Developments to Be Unveiled at L. A.

By J. FRANK BEATTY

NEW developments in electronics, promising important benefits to brodcasting, will be unveiled at the NAB Engineering Conference during the May 17-21 industry convention at Los Angeles.

The Thursday-Friday engineering program will, for the first time, bring together in separate NAB session most of the leading figures in broadcast engineering. Agenda is nearing completion and will be announced within a fortnight.

While NAB hearquarters officials were sitting tight on technical items slated for Los Angeles revelation, it is known that several papers will cover techniques and devices not hitherto discussed. One new invention has not yet been perfected in the laboratory but progress to date indicates it will be ready by mid-May barring unforeseen trouble.

Two processes still in the developmental stage will be demonstrated at the engineering luncheons. One of these, stereophonic sound, will be shown by Dr. H. A. Leedy, of Armour Research Foundation. It is understood the process utilizes multiple sound tracks and speakers. Another is large-screen television, demonstrated at the NAB Atlantic City convention last September.

What may be a development of utmost importance in AM allocations engineering is tentatively scheduled for presentation before the engineers. Complete secrecy surrounds the development.

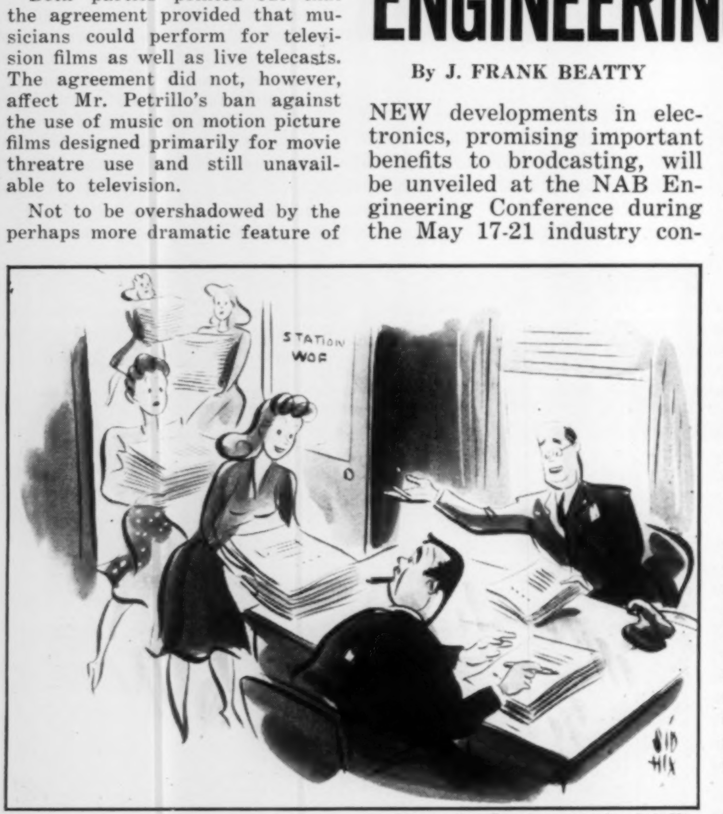
The engineering sessions are expected to draw an attendance of 500, based on interest shown in both the technical and management fields. The main two-day convention May 17-18 will be confined to industrywide problems at the management level, but many top station executives indicate they want to take part in the engineering meetings.

The paper-panel technique will be used by NAB during the technical discussions, with outstanding figures presenting papers and delegates taking part in discussion. Programs for three panels—AM, FM, and TV—are about complete.

Jack R. Poppele, WOR New York, president of Television Broadcasters Assn. and member of NAB Engineering Executive Committee, will preside at the television panel. Paul A. deMars, consultant and member of the NAB committee, will direct the FM discussion. Mr. deMars pioneered FM operations while chief engineer of Yankee Network. Orrin W. Towner, chief engineer of WHAS Louisville, will preside over the AM discussion.

In charge of proceedings on be-

(*Continued on page 89*)



Drawn for BROADCASTING by Sid Hix

"Just a few precautions, Senator, before your campaign speech. Port Huron decision, you know."

INTERMISSION at facsimile hearing: Left photo (l to r) John V. L. Hogan, president of Radio Inventions and Faximile Inc., WQXR and WQXR-FM New York, and chairman of RTPB facsimile panel; Lee Hills, managing editor, Miami Herald (WQAM, WQAM-FM); Elliott Crooks, director, Newspaper Publishers Faximile Service. Picture at right: Robin D. Compton, WCAU Philadelphia engineer in charge of television and FM; G. Bennett Larson, WCAU vice president, director of TV.

W. G. H. Finch, president of Finch Telecommunications and licensee of WGHF (FM) New York.

Roger W. Clipp, general manager, WFIL and WFIL-FM Philadelphia; Morton H. Wilner, counsel; Merrill Panitt, editor, WFIL-Inquirer's facsimile editions.

Milton Alden, president, Alden Products Co.

* * * * * * * * * * * *

FAX FUTURE

FCC May Set Standards

AUTHORIZATION for some form of commercial operation for facsimile was expected to come out of last week's three-day FCC hearing on proposed standards for the new service.

The hearing, held before the Commission *en banc* with testimony by pioneers in the development and use of facsimile, reflected substantial agreement on the form the standards should take initially, but showed decided differences of personal opinion on the form to be ultimately preferred.

Center of most of the disagreements was the question of line widths—8.2 or 4.1 inches, or both. The Radio Technical Planning Board's Panel No. 7, composed of representatives of the various segments of the facsimile field, recommended that both widths be used so that the public could choose the one it prefers. But individual panel members had their own personal views of which is better, though they were willing to let both be given a try-out.

It was this "dual standard" that appeared to disconcert FCC most. Nevertheless it was generally felt that facsimile would be permitted to go into commercial operation, though there was a feeling among some observers that it might be done by tentative or limited standards designed to stimulate even greater technical experimentation.

The need for commercialization of the service was repeatedly emphasized, not only to help pay for the development of facsimile but as an aid to FM. John V. L. Hogan, one of the leaders in the field, told FCC flatly that if it is kept in experimental status, "I think you will have no facsimile service." The witnesses were enthusiastic over public demand for the service.

Finch Telecommunications' system of color facsimile transmissions was outlined by President W. G. H. Finch, who emphasized that his Colorfax could be operated under the same standards as black-and-white. Under questioning, Finch spokesmen said elongation of the image would result under circumstances where a color transmission was received on a monochrome recorder. They emphasized that color equipment would cost about the same as black-and-white, and would use ordinary paper in contrast to the processed paper used in monochrome recorders.

Most of the testimony advocated simplex transmissions in the FM band—88-108 mc—but two groups were more outspoken for multiplexing: Alden Products Co., headed by Milton Alden, and WCAU Philadelphia, which features daily facsimile broadcasts.

There was extensive questioning from the bench and from FCC Assistant General Counsel Harry M. Plotkin with respect to the desirability of time-sharing by FM and facsimile within the same band as against other possible assignments for the new service. For the most part the witnesses denied that interruption of FM sound programs for facsimile broadcasts would drive listeners away.

Principals in the hearing, which opened Monday and continued through Wednesday morning, included Mr. Hogan, with whom Philip G. Loucks appeared as Washington counsel; Mr. Finch, for whom James Lawrence Fly of New York was attorney; Mr. Alden, with W. Theodore Pierson as Washington counsel, and representatives of WFIL Philadelphia and the *Philadelphia Inquirer*; the *Miami Herald* (WQAM, WQAM-FM); WCAU Philadelphia and the *Philadelphia Bulletin*.

Day-by-day account of the sessions, held before all members of the FCC except Chairman Wayne Coy:

MONDAY

Mr. Hogan, testifying first as chairman of RTPB Panel 7,

(*Continued on page 83*)

TRANSIT RADIO

Reaction Good In D. C. Test

TRANSIT RADIO Inc.'s plan to put FM music—and advertising—on the nation's public transportation vehicles was introduced to the National Capital last week. Result: Favorable acceptance by some 95% of persons contacted, Republicans and Democrats alike.

A two-week test campaign was begun last Monday by Capital Transit Co. in conjunction with WWDC-FM Washington to feel the public pulse and test run equipment. Transit Radio, which manufactures the equipment and reportedly proposes to act as national media representative in securing of advertising, began its project in Cincinnati under the direction of Hulbert Taft Jr. Mr. Taft is president of Transit Radio and managing head of the *Cincinnati Times Star* station W K R C and WCTS (FM) [BROADCASTING, Feb. 23].

Capital Transit and WWDC-FM experimented on a bus the first week and this week is to test the system on a street car. Hostesses on the vehicle present passengers

(*Continued on page 83*)

Radiorama

CBS TV show, "Tonight On Broadway," (Lucky Strike) is talked by (l to r), rear. Wm. S. Paley, CBS chairman, Emerson Foote, president, FC&B. Front, Clarence Derwent, Actors Equity, Martin Gosch, packager-producer.

"TRUSTY," symbol for "Farm and Home" program on WHIM Providence, R. I., records crow. Watching operations are (l to r) John Gayton, Horton Noyes Co., producer; B Cooke, Industrial Trust Co., sponsor, George Taylor, WHIM.

NEWS OF black ink operation is happily received at WVET Rochester, N. Y. Celebrants (l to r) are Hal James, radio director, Ellington & Co.; Dick Ingersoll, stockholder; Larry Harding, WVET program director; Jack House, WVET vice president, and Larry Kennedy, Charles Rumrill & Co. agency vice-president.

↑ NEW YORKERS go dog-sledding at CAB convention at Quebec. (l to r) Mrs. Ben Pollett, Compton Advertising; Bob Burton, BMI, Norm Knight, MBS, and a well-wisher.

EVEN A MARCH BLIZZARD could no stop KIOA Des Moines, Iowa, from making field intensity measurements by Helicopter Pilot Robert Bromberger (l) and Henry Dolstra KIOA's consulting engineer.

VIDEO FACTS are presented to advertising personnel during recent CBS TV Clinic in Chicago by George Moskovics (second from l), WCBS-TV New York commercial manager. Audience (l to r) are Don Nathanson, Toni Co., radio director; Genevieve Lemper, Foote, Cone & Belding timebuyer; Lee Rosenberg, FCB vice president, Bill Edwards, western CBS radio sales manager. ↓

COMPLETING negotiations for Motorola, Chicago radio firm which will begin sponsorship of NBC telecast, is Robert Flanagan (center), acting advertising director of company. With Mr. Flanagan are (l to r) Jules Herbuveaux, NBC television director, Central Division; John McPartlin, NBC national spot sales and television representative in Chicago; Oliver Morton, NBC Central Division manager national spot sales; A. S. Gourfain Jr., Gourfain-Cobb Advertising Agency, which has Motorola account.

PREPAREDNESS

Radio Part of Security Planning

By ED KEYS

DISTURBING international developments have accelerated formation of key National Security Resources Board bodies. Appointment of Leighton H. Pebbles well-known communications figure as director of the vital communications division, encompassing radio, is expected very soon.

President Truman's appraisal of the world situation as "critical" before a joint session of Congress March 17, caused some government quarters to attach deep and even ominous significance to the stepped-up building pace of the agency. By virtue of ocean-shrinking scientific developments, and the nature of the agency's duties, activities of NSRB would rank in security importance very closely to that of the National Defense Department itself.

Government sources acknowledge that prevailing tension has lent impetus to the development program of the NSRB, a permanent civilian agency composed of Chairman Arthur M. Hill, on loan from the Greyhound Corp., seven cabinet members, advisory committees from industry and working staff.

Safeguards

The agency was created under the National Security Act of 1947 to advise the President on policies concerning industrial, military and civilian mobilization, economic stabilization, utilization of industrial, manpower and natural resources, strategic relocation of industries and services and other matters as safeguards in the event of war.

Chairman Hill is on leave of absence from the chairmanship of the Greyhound Corp. board of directors and a number of other companies. Cabinet members on the board are Secretary of State George C. Marshall, Secretary of Treasury John W. Snyder, Secretary of Defense James Forrestal, Secretary of Agriculture Clinton P. Anderson, Secretary of Interior Julius A. Krug, Secretary of Commerce W. Averell Harriman and Secretary of Labor Lewis B. Schwellenbach.

Assisting Chairman Hill, special assistant to the Secretary of the Navy during World War II, as an informal advisory group are 11 industrial leaders, including William H. Harrison, vice president of the American Telephone and Telegraph Co., and Charles E. Wilson, president of General Electric.

Formal announcement by Chairman Hill of the appointment of Mr. Peebles, World War II director of the Communications Division of the War Production Board, is anticipated in the very near future. Prior to his service with WPB, Mr. Peebles served under General MacArthur's Occupation Administration as Administrator of Civilian Communications. Before that he was vice president of the International Standard Electric Corp., a foreign manufacturing and sales subsidiary of International Telephone and Telegraph. In this capacity he was on special assignments for two years in Sweden and other sections of Europe. Previous to this he held a top flight post with the Bureau of Foreign and Domestic Commerce after serving as deputy administrator of the National Recovery Administration.

As chief of the communications division, one of groups which comprise the mobilization planning staff, Mr. Peebles will also be designated as a special assistant to the chairman. Other divisions in the industrial resources branch, which includes communications, are power and utilities, transportation, and production facilities.

The exact number of staff members to be included in the Communications Division is not presently known, but it is estimated that the overall NSRB agency will require a staff of approximately 350 persons. Spurred formation is indicated in the opinion held by government sources that the Communications Division would be fully manned by the end of this month. It is expected that a radio section chief will be named in the Communications Division.

Mr. Peebles will benefit by the experience of key men in industry who will constitute an advisory committee, to meet with him periodically. Although members of the committee have not been selected, it is anticipated that about 12 leaders in radio circles will be named.

One of the tasks of the division would be to weave all radio interests into highly integrated alarm system and medium for guiding populations of communities and cities during emergencies such as atomic bomb, guided missile, or bacteriological attacks. Application of this system to peacetime emergencies would also be considered.

Advice Sources

The interdepartment government committees, such as the FCC and Telecommunications Coordinating Committee, would also be used as sources of advice by NSRB.

In the development and evaluation, executive orders and regulations concerning mobilization, the division would coordinate with the NSRB General Counsel.

A roster of key radio personnel will be developed to form the nucleus of wartime machinery by the Manpower Division, under the Human Resources branch, which is headed by James C. O'Brien, a career government employe.

Fred E. Henderson, former superintendent of manufacturing engineering at Point Breeze, Md. Western Electric Co. Works, has been appointed to supervise plans for strategic relocation of industry, which might conceivably affect radio interests.

Another division of the Mobilization Planning Staff will be handled by Matthew Robinson, former vice president of Atlas Corp.

There is heavy speculation in Washington circles that the directorship of the War Information and Censorship Division, under the Human Resources branch, also will be filled soon.

A library on the five-year censorship plan, left by Byron Price, wartime chief of censorship, upon termination of service, has been assembled and will be used if a completed new plan can not be developed by the time that a war might break out. Basis for the war information activities presently will be the Elmer Davis report.

KSTP-TV

First Station to Join NBC Video Network

NBC last week announced the signing of "the first station affiliation contract in the history of television" by Stanley E. Hubbard, KSTP-TV St. Paul-Minneapolis president, and Frank E. Mullen, the network's executive vice president.

The contract provides for full NBC television network service for KSTP-TV. Under terms of the agreement both the NBC television feature service, consisting of all unsponsored NBC video network programs, and NBC-sponsored network television shows were available to KSTP-TV effective March 17.

Mr. Mullen said that pending construction of interconnecting facilities to the Midwest by radio relay or coaxial cable, NBC Television will provide the station with a program service on film, on script, and possibly with live talent. When connecting facilities become available KSTP-TV will receive the network video programs directly from their origination point, he said. All NBC Television feature service programs will be offered to affiliating stations for cooperative sponsorship, Mr. Mullen added.

"We regard the signing of this contract as an historic occasion in the development of the NBC television network," he declared. "A pioneer in sound broadcasting, KSTP has been associated with NBC since 1928. Now, 20 years later . . . we are proud to have St. Paul-Minneapolis' first television station, KSTP-TV, as NBC Television's first affiliate."

KSTP-TV expects to be broadcasting regularly scheduled commercial programs before the end of April, Mr. Hubbard said.

* * *

FIRST NBC station affiliation contract for television is arranged by Stanley E. Hubbard (seated, center), president and general manager of KSTP and KSTP-TV St. Paul-Minneapolis and Frank E. Mullen (l), executive vice president of NBC. Carleton E. Smith (standing l), manager of NBC Television Dept. and Noran E. Kersta (standing r), director of NBC television operations, are approving witnesses.

10" Tube Development Shown

FIVE-YEAR television growth into an industry serving 40,000,000 persons having 12,000,000 receivers in 140 principal U. S. markets was predicted at a three-day television seminar held last week by General Electric Co. at Electronics Park, Syracuse, N. Y., and Schenectady.

With 125 management and engineering executives attending, officials of GE covered operating, programming and technical phases of television in a Tuesday-Wednesday Syracuse clinic, with W. R. G. Baker, vice president in charge of electrics, serving as host.

The two-day meeting in Syracuse was followed by a one-day seminar at Schenectady. There the guests saw special programs and heard a series of talks.

Television is finally on the march because the system is fundamentally sound for the broadcaster and consumer, Dr. Baker said at the Tuesday dinner meeting. He announced the company's $25,000,000 plant at Syracuse will be devoted mainly to television manufacturing and engineering by the end of the year, and declared TV is still in its infancy despite its tremendous growth up to this time.

GE disclosed development of a new 10-inch direct-view TV tube in which an aluminum-backed fluorescent screen is used. It will be introduced in the Model 802 GE receiver. Advantages claimed are twice the light, and improvement in detail and contrast. The screen was developed by Vincent J. Schaefer, GE's famed rain and snow-maker.

Broadcasters and other guests were advised by M. F. Mahony, vice president of Maxon Inc., to adopt a broad outlook on advertising rates when they enter the television field. "The new telecaster," he said, "should immediately adopt policies of education, research and cooperation with advertisers."

RACKS of picture tubes "aluminized" in the Buffalo, N. Y., tube works of GE. Aluminum is vaporized on the back of the fluorescent screen inside the tube and acts as a reflector to improve light output, image detail and contrast.

Mr. Mahony declared advertisers should be offered low-cost programs built along the lines of popular broadcasts. They should not be too concerned with the size of audiences but rather a program of cooperation in all ways with advertisers for the good of the industry, he suggested.

A. A. Brandt, general sales manager of the GE Electronics Dept., speaking on "Television Receivers," predicted TV set production will be a $600,000,000 business by 1952, with opening of new areas calling for 12,000,000 sets in use by that time. A recent trip to main television areas convinced him TV soon will be "a great postwar industry exerting a far-reaching impact on the lives of our citizens," he said.

'Sponsors Not Sold'

J. D. McLean, commercial manager of WPTZ, Philco station in Philadelphia, said TV sponsors will not be "sold" programs in the general sense of the word. "Your sales will probably be informal arrangements with sponsors involving the setting up of working agreements whereby they will participate in the cost of producing the program which is needed," he said.

Two basic conditions were listed by Mr. McLean in discussing local time sales—the first arises during the first months of operation of a new station and the second comes when the number of sets has risen to a point where circulation becomes an important factor and competitive stations are on the air.

In looking for a sponsor, he said "you turn naturally to those organizations who want to build circulation as much as you do. Here are some logical prospects: Your local public utility wants to build its power load; department stores know it will be an ideal selling medium for them and will be interested in program experiments to learn how to display their wares; home appliance dealers want to sell sets; sports programs will have a definite appeal to the brewers."

Going into the second phase, where stations are selling competitively, he suggested salesmen should be informed on all phases of technical and general television operation when they contact prospects and service accounts.

Discussing station schedules, Al G. Zink, program supervisor of WRGB Schenectady, said audience participation and vaudeville programs are easiest to produce. Parlor games are consistently popular and easy to stage, he said, advocating a wide range of live-talent shows using the camera as an "eye of the narrator, and every trick of the stage and Hollywood that can be done in easy fashion by the television camera."

Clark Jones, of the WRGB staff, said the program director is the most important cog in the television program machine. "At home, you see and hear what he intends you to hear, and nothing more," he said. As requisites for a program director he listed familiarity with equipment, straightforward presentation and sensitivity to the audience.

Equipment Needs

Paul Adanti, WRGB supervisor of control room operation, described necessary studio and control equipment and advised careful market and audience analysis along with availability of program material before equipment is purchased. He favored two smaller studios as against one large studio.

P. G. Caldwell, sales manager of the GE Transmitter Division, reviewed problems involved in television networking and prospects for growth of this phase of the industry. C. A. Priest, manager of the division, gave the final talk of the two-day Syracuse session.

In Schenectady Thursday the guests viewed special programs and heard these talks by staff members: "Eight Years of Television at WRGB," R. W. Welpott, assistant to the WRGB station manager; "Studio Maintenance Problems," B. W. Cruger, assistant to the engineer; "Relay and Transmitter Maintenance," R. L. Smith, supervisor of maintenance.

Seminar Attendance

Abels, G. R., WCOM Parkersburg, W Va.; Adams, Harry E., WIBC Indiana olis; Adanti, Paul, WRGB Schenectad Akerman, Ben, WGST Atlanta; Alde man, Gordon, WAGE Syracuse; Atlas Ralph L., WIND Chicago.

Babcock, Wayne, KCRG Cedar Rapid Iowa; Barnes, F. P., G-E San Francisc Bates, Al, KFAB Omaha; Beckwit Adam, WAGE Syracuse; Belle Isle, G., WSYR Syracuse; Berg, Hal, WIL Wilkes Barre, Pa.; Bishop, Frank, KFL Denver; Blackburn, D. K., WTHT Har ford; Booth, Robert, WTAG Worceste Mass.; Bretherton, Thomas S., WTO Toledo; Bullock, Mark, KFAB Omaha Burns, W. L., KQV Pittsburgh.

Carter, W., CKLW Windsor, Ont Chamberlaine, A. B., CBS Ne York; Chapin, Merrill F., G-E Minne apolis; Chapin, Wells, KWGD St. Loui Chatterton, C. O., KWLK Long Vie Wash.; Chinn, Howard, CBS New Yor Chinsky, Gerald F., KXYZ Housto Chismark, A., WTRY Troy, N. Y.; Code Edward, Katz Agency, New York; Come James M., Jr., G-E Atlanta; Conway D., Syracuse U., Syracuse.

Daniel, R. C., WCAE Pittsburgh; Dellar, Lincoln, Dellar, Lincoln, Mrs. KXOA Sacramento, Calif.; Douglas, J H., G-E Dallas; Driscoll, George, WHAM Rochester, N. Y.

Falknor, Frank B., CBS Chicago; Foster, G. P., G-E Kansas City; Freeman, Otis, WPIX New York; French, Theo., WILK Wilkes Barre, Pa.

Gardner, Kenneth, WHAM Rocheste N. Y.; George, Carl C., WGAR Clevelan

Haase, Walter, WDRC Hartford, Conn Hale, Roland, WCOP Boston; Hank R. L., G-E Boston; Harre, Arthur F WTTD Chicago; Hawkins, E. B., WNB Binghamton, N. Y.; Hendrickson, Robert, WAGE Syracuse; Hiner, T. F KTRH Houston; Hixenbaugh, George WMT Cedar Rapids, Ia.; Hogg, J. E G-E Seattle; Hopwood, A. M., WPT Philadelphia; Huhndorff, Paul, KLE Houston.

Jaeger, W. C., G-E Boston; Johnson Doug, WAGE Syracuse; Johnson, E. M MBS New York; Jones, Clark, WRG Schenectady.

Kaiser, H. K., WWSW Pittsburgh Kapner, W. L., WCAE Pittsburgh; Karl Max, WTCN Minneapolis; Kelley, James WFBL Syracuse; Knell, J. F., WBT Charlotte, N. C.; Kondratick, Larry Syracuse U., Syracuse.

Lamphier, Charles J., WFOX Milwaukee; Langham, Donald, WAGE Syracuse; Laux, J. J., WSTV Steubenville, O.; Learned, Les, Mutual, New York; Leitz, C. D., KYFM San Antonio; Lindquist, L. D., WSYR-FM Syracuse.

Masse, Hubert, Westinghouse, Philadelphia; Mahony, M. F., Maxon, Inc., New York; Mandernach, H. J.; G-E New York; Master, Cecil W., WNBF

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Television stories, on other pages, in this issue:

KSTP-TV Signs NBC Affiliation Contract ---------------- 1
WWJ-TV Takes Program Survey ---------------- 2
KSD-TV Almost Making Money ---------------- 3
WTMJ-TV Announces New Rates ---------------- 4
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Gimbels, 'Daily News' Vie for Philly TV ---------------- 4
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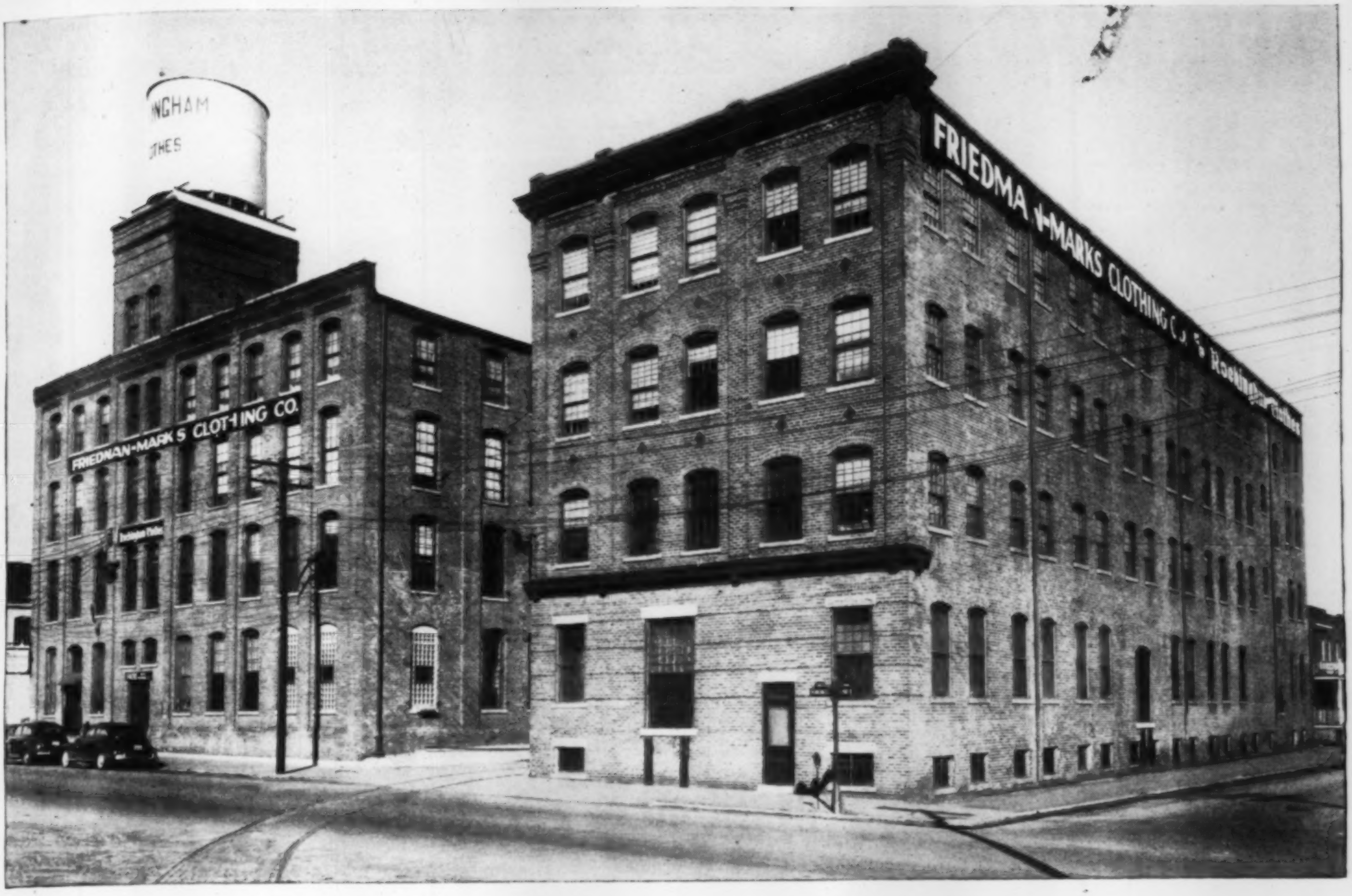
TV to Change Political Strategy, Says Sarnoff ---------------- 8
Rate Card Released by WGN-TV Chicago ---------------- 8
DuMont Sees Video on Top in 5 Years ---------------- 9
Three Television Grants Made ---------------- 9

For television personnel changes, programs, etc., see various notes departments in this issue.



Proving Ground for 800 Stores!

Friedman-Marks is one of the 10 larger men's clothing manufacturers in America.

They make clothes for over 800 retailers throughout America. Last Fall they opened their own retail department...in their own home town...Richmond.

They figure it is good business to find out the best way to sell clothes to men, and then pass on the information to their retailers.

So they made tests of all kinds of advertising media, including radio.

After just 5 months, here's what Mr. Dan J. Friedman of Friedman-Marks wrote, "I am convinced that a major portion of the success of our retail operation is due to the reaction we are getting from WLEE listeners."

Friedman-Marks just *added* John Nesbitt's Passing Parade to their audience-participation show and spots.

All on WLEE, of course!

Got something to sell in Richmond?

W-L-E-E

Mutual . . . in Richmond

TOM TINSLEY, President **IRVIN G. ABELOFF, Gen. Mgr.** ***Represented by Headley-Reed***

FARM CAMPAIGNS

Ad Prospects Viewed

By BILL THOMPSON

RADIO STATIONS in America's rich farm belt will get a big yield from advertisers of farm products this year if they can make room for a few more availabilities in their already crowded program schedules, and if manufacturers can lick production bottlenecks.

These two "ifs" bulk large in forecasts for this year as made by representatives of eight advertising agencies and 20 stations in agricultural areas from Virginia to the Rockies and from the Great Lakes to the Gulf.

Both national advertisers and station management are increasingly aware that farm income has more than doubled since 1940. With an anticipated average income of $6,000 in 1948, the farmer and his family is expected to be a fertile field for food, hardware, and appliance campaigns. To this end, a large number of stations have added farm program directors or increased their share of farm audience programs, and advertisers are prepared to up their radio budgets.

Boosting Budgets

Funk Bros. Seed Co., Bloomington, Ill., which spent $20,000 on radio last year, is ready to boost that figure "if the grain comes through." Funk's series of programs on corn over WLS Chicago continue this year. E. H. Brown Advertising Agency, which handles the account, also is planning a spot announcement campaign.

Allied Mills, Fort Wayne, Ind., and De Kalb Agricultural Assn., De Kalb, Ill., look to radio as their "best bet" this year, according to Lee Hammett, who handles both accounts for Western Advertising Agency. Allied (Wayne Feeds) has renewed its early morning transcription *Let's Go Visiting* for the sixth consecutive year. This year, the program is aired from 26 stations covering an area from Pennsylvania to Missouri and South to Florida. The De Kalb association (hybrid seed corn) will use five-minute programs in 32 markets spread through 18 states. Extension into other markets is "possible."

Henri, Hurst & McDonald Agency is preparing a campaign to advertise Sherwin Williams Paint Co.'s "Weed-No-More," a spray solution which increases the yield per acre 25%, according to S-W.

Sherman & Marquette agency will push Quaker Oats feeds with a broadcast called *Man on the Farm* on a number of stations in the Midwest, and International Milling Co.'s Robin Hood flour account will be handled by H. W. Kastor & Sons agency, which plans spots in 75 eastern and midwest markets.

Dancer-Fitzgerald-Sample agency will keep General Mills products before the public through ABC and NBC network shows, and C. C. Fogarty agency will try to convince Babson Bros., Chicago milking machine makers, that its spot campaign of last year should be renewed.

Sold Out

KTRH Houston, KABC San Antonio, KFEL Denver, and WBNS Columbus are supplying more and more farm service programs. Almost without exception, their farm programs are sold out.

These stations have noted increased interest in farm programs and national spot billing aimed at reaching farm audiences: KMA Shenandoah, Iowa, KSOO Sioux Falls, S. D., WDGY Minneapolis (Avery-Knodel); WLS Chicago, WOW Omaha, KXOK St. Louis, WIBC Indianapolis, KTRH Houston, KABC San Antonio, KFYR Bismarck, N. D., WBNS Columbus, Ohio (John Blair); WCMA Corinth, Miss., WRUF Gainesville, Fla., WFDF Flint, Mich. (Burn-Smith); and WSB Atlanta, WJR Detroit, KSL Salt Lake City, WRNL Richmond, Va., WWVA Wheeling, W. Va. (Petry).

Lou Nelson, timebuyer for Wade Advertising, whose client, Miles Labs, is one of the nation's top farm radio advertisers, said farmers have money to spend but that they are not making the mistakes following World War I in going on a buying spree. The farmer wants and needs new farm equipment and materials with which to improve his home and farm buildings, Mr. Nelson said. They are, he added, becoming more and more "urbanized" in their buying habits, particularly of nationally advertised brands.

Fleishmann's Yeast, General Electric, Maxwell House Coffee, and Pillsbury Flour all indicate they are interested in reaching farm markets.

Equipment manufacturers such as International-Harvester, GE and Philco also are using farm stations to some degree.

In the case of International-Harvester, which recently observed its 100th anniversary with a gigantic display of farm equipment in Chicago, it found hundreds of farmers with cash money to spend but were unable to do much except order-taking due to production problems. I-H plans to use radio extensively to introduce its new line of deep-freeze units and refrigerators for farm homes with rural electrification, but must iron out production problems before starting its campaign.

Glenn Snyder, general manager of WLS, said the station's farm programs were in wide demand by national advertisers and that, here again, it was a question of availability.

New High in ABC Gross for Quarter

FIRST quarter gross time sales for ABC were estimated at $11,650,000, which the network said continues to set new high records, as the sale did last year. The estimate for the initial three months is approximately 10% higher than the same period in 1947.

RADIOS IN HOMES

Multiple Ownership Rises

MORE homes have two, three and four or more radios in the United States today than at this time last year when CBS made a comprehensive survey of radio ownership, the American Music Conference reported Wednesday in Chicago. Homes not having any sets decreased nearly one-third, the report also shows.

AMC, formed last October by a group of musical instrument manufacturers and music merchandisers "to make America more music conscious," has just completed a study similar to Columbia's. In addition to radio facts, however, the new survey embraces "all musical attitudes and tastes in America."

A comparison of CBS and AMC results shows that while in 1947 a total of 6.2% of the homes surveyed had no radios and 60.2% had one each, today the count is 4.2% and 54%, respectively.

Of 4,525 homes checked by AMC, 2,445 had one radio, 1234 two radios, 430 three radios, 227 four or more and 189, none.

The conference claims its survey, taken by A. S. Bennett Associates, New York, has covered the nation as thoroughly as that of CBS.

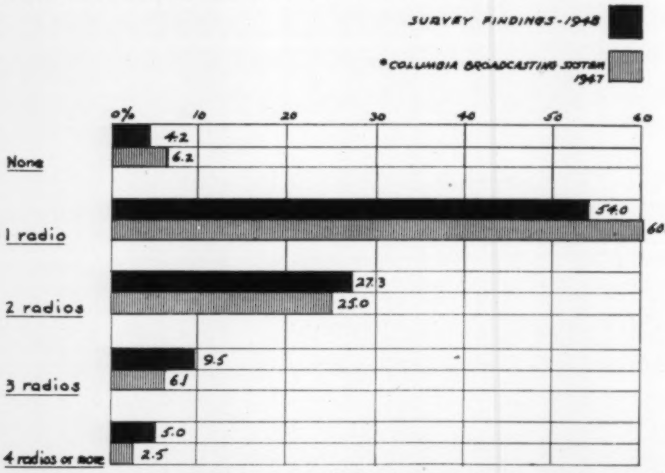
A total of 4,309 families were asked by AMC, "How many hours per week do you listen to music on the radio?" Answers showed that 27.4% listen from 10 to 19 hours, 21.4% from 20 to 29, 17.5% under 10 hours, 11.6% from 30 to 39, 10.5% over 50 hours, 6.7% from 40 to 49, and 4.9% do not listen to music at all.

"What types of music do you prefer?" was asked of 4,278 families. Church music and hymns drew 60.6%, popular dance music 59.8%, old favorites and folk tunes 54.7%, semi-classical and operettas 42.8%, cowboy and hillbilly music 37.8%, classical 33.8%, and boogie-woogie 19.3%. (The total exceeds 100% because some people gave more than one answer.)

AMC is headed by a board of trustees of which Louis La Mair, president of the National Assn. of Music Merchants and of Lyon & Healy Inc., Chicago, is chairman.

The conference recently offered to furnish radio stations, through NAB, brief tie-in commentaries on music, and packaged shows dealing with music appreciation. A clearing house for background and factual material on subjects related to music, and a speakers' bureau also are planned. These facilities would be available to all stations.

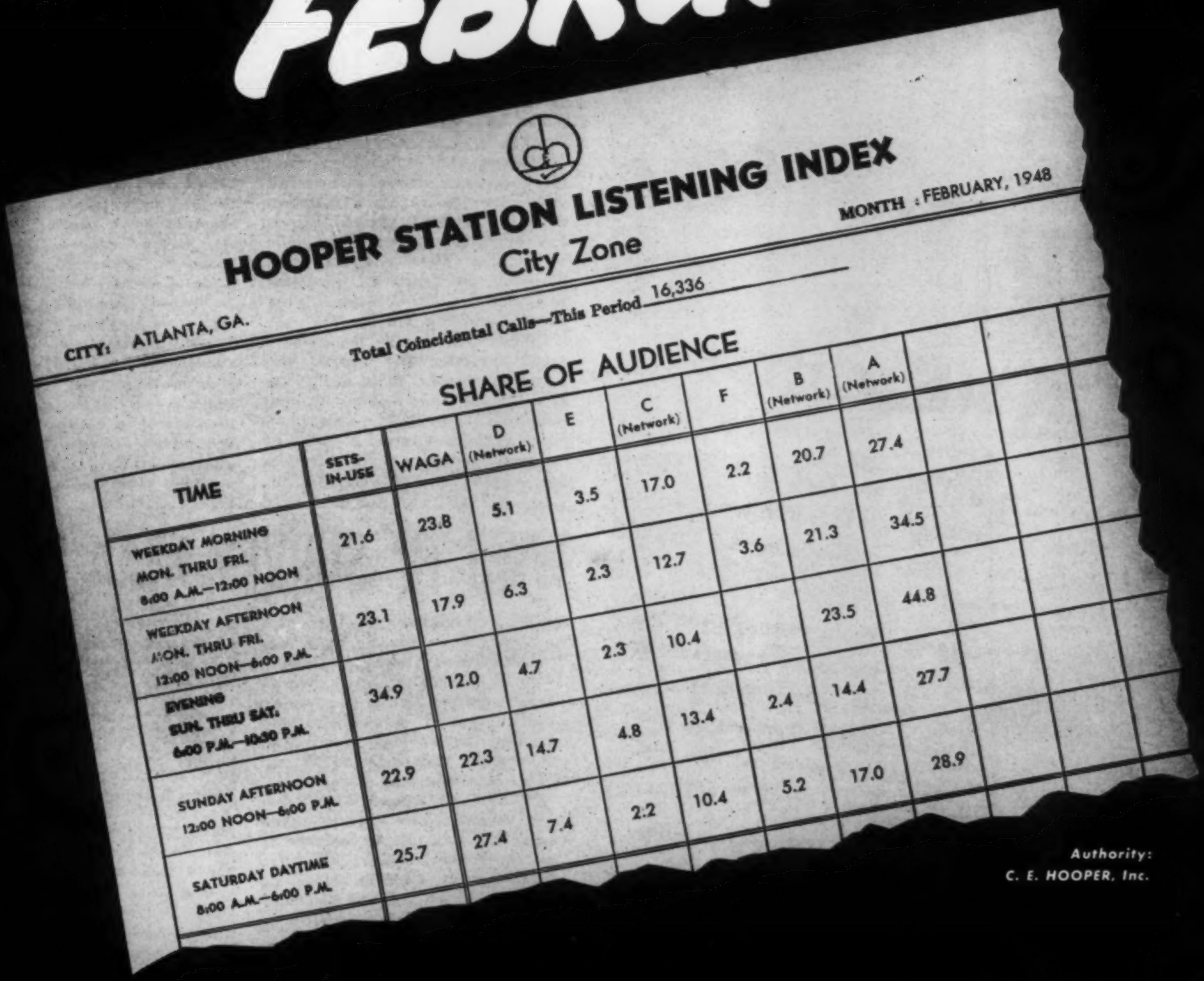
AMC's Survey on Number of Radios in Home



* A survey by the Columbia Broadcasting System: "Radio Ownership and Total Listening"—1947.

WAGA's January Hooper was *terrific* . . . but

LOOK at FEBRUARY!



HOOPER STATION LISTENING INDEX

City Zone

MONTH : FEBRUARY, 1948

CITY: ATLANTA, GA.

Total Coincidental Calls—This Period 16,336

SHARE OF AUDIENCE

TIME	SETS-IN-USE	WAGA	D (Network)	E	C (Network)	F	B (Network)	A (Network)
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	21.6	23.8	5.1	3.5	17.0	2.2	20.7	27.4
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	23.1	17.9	6.3	2.3	12.7	3.6	21.3	34.5
EVENING SUN. THRU SAT. 6:00 P.M.—10:30 P.M.	34.9	12.0	4.7	2.3	10.4		23.5	44.8
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	22.9	22.3	14.7	4.8	13.4	2.4	14.4	27.7
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	25.7	27.4	7.4	2.2	10.4	5.2	17.0	28.9

Authority:
C. E. HOOPER, Inc.

★ The only station in Atlanta showing an increase in ALL 5 rated periods — February over January!

★ Leading not two, but THREE networks — mornings, Saturdays and Sunday afternoons!

★ Leading TWO networks — afternoons and nights!

★ Sure, WAGA's January Hooper was great — but February's "super-dooper" Hooper, with an increase for each rated period is the crowning achievement in LOCAL know-how!

★ Watch that "590 Express" go! Call Avery-Knodel and just say, *"Tell me more about Atlanta's best radio buy!"*

Atlanta's A FORT INDUSTRY STATION

WAGA

5000 WATTS • 590 KILOCYCLES

National Representatives — **AVERY-KNODEL, INC.**

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • ATLANTA

DON'T GET STUCK IN MUD LICK (Ky.)!

We don't want to dish up any dirt on Mud Lick (Ky.), but the very name itself is fairly good proof that you ought to keep your shoes *out* of there. Yes, and your sales efforts, too.

WAVE doesn't broadcast to the Kentucky swamps, hills or bottoms. Mud Lick probably doesn't even hear us. But WAVE *is* heard — completely and thoroughly — in the Louisville Trading Area, where there's *more* business than in all the rest of the State, *combined!*

Try, us. You'll be surprised how low our rates are — and how *effectively* your message is put over to our multitude of real buyers. We've got our feet on the ground, but NOT in Mud Lick!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

COLLEGE SLATES RADIO CONFERENCE FOR APRIL

THE ROLE of higher education in the development of radio will be the theme of the second annual radio conference at Lindenwood College, St. Charles, Mo., April 23.

Among speakers scheduled for the conference are: Edward Breen, KVFD Ft. Dodge, Iowa; Joe DuMond, KXEL Waterloo, Iowa; Marguerite Fleming, radio consultant, Harris Teachers' College, St. Louis; Ray Dady, station manager, KWK St. Louis; Irving Dilliard, editorial writer, *St. Louis Post Dispatch;* Soulard Johnson, executive secretary, KMOX St. Louis, and Dr. I. Keith Tyler, director of radio education, Ohio State U.

Colleges and universities whose radio departments have been invited are: Blackburn, Christian, Concordia, Fontbonne, Harris Teachers', MacMurray, Maryville, McKendree, Monticello, Principia, Shurtleff, St. Louis U., Stephens, Washington U., Webster, Westminster and William Woods.

Lindenwood's radio department, under direction of Martha May Boyer, is being expanded. Construction of a low-power campus station is planned. The college now has modern soundproof studios and complete equipment for monitoring, amplifying and recording.

UNDER CONSTRUCTION in St. Louis are this building and tower from which the St. Louis Globe-Democrat will present FM, television and eventually facsimile broadcasts. Structure is diagonally across street from the newspaper plant. The Globe-Democrat contemplates launching its FM operation, KWGD (FM), in July with radiated power of 218 kw on Channel 251 (98.1 mc), and made application to FCC Feb. 20 for a television permit. In charge of the radio operations is E. Lansing Ray, president and publisher of the Globe-Democrat, with Charles W. Nax as general manager and Wells Chapin radio engineer.

WWJ-TV SURVEY

'NBC Newsreel' Leads Popular Programs

RESULTS of the first program popularity survey taken by WWJ-TV Detroit have just been released. Out of 5,900 total mailings, WWJ-TV received, 1,250 replies covering specific comment on 18 shows representing overall programming of the station, according to W. E. Walbridge, sales manager.

Of the total replies, 65% came from homes, 24% from public places, 11% dealers. At the time of the survey there were 6,000 video sets in Detroit, 4,400 in homes, 1,200 in public places, and 400 with dealers.

Ratings were listed under "excellent, good, fair, bad." Highest in the "excellent" class was *NBC Newsreel*, which is one reel weekly, run twice, Wednesday 8-8:15 p.m. and Friday, 3:30-3:45 p.m. The program is sustaining. It received 337 excellent, 93 good, 19 fair, 1 bad, out of 463 replies on 2,220 mailings.

Sports got the next highest ratings, with hockey getting 313, basketball 273, and wrestling 257 in excellent category.

The survey covered the period of Dec. 10, 1947-Jan. 14, 1948. A Jan. 14 mailing of 2,200 requested information concerning the number of viewers of complete film of Jan. 9 Rose Bowl game between U. of Michigan and U. of Southern California. Replies from 254 homes reported an average of 11 viewers per set; 87 public places reported an average of 128 viewers per set; 35 dealers reported an average of 80 viewers per set.

THE INSIDE TRACK

N. C. Broadcasters Sell Wares In Retailers Own Journal

IF THERE are any North Carolina merchants who don't understand radio and its selling power it's because the retailers haven't read their own house organ.

The February issue of the *Carolina-Virginia Retailer* was filled from cover to back page with radio editorial and advertising matter through an arrangement between the North Carolina Merchants Assn., sponsors of the trad magazine and the North Carolin Assn. of Broadcasters. The cove of the 33-page journal, whic reaches 6,000 members of th merchants' association, was grace by a portrait of Harold Esse WSJS, WMIT Winston-Salem president of the state broadcaster association. Explanations and statistical matter on FM, video and broadcasting and articles writte by local, state and national industry figures were included.

Known as first radio edition, the issue will become an annual feature.

Another Bright Star in the Westinghouse Group

During the week of April 4, KEX programs will hit the airwaves of the Pacific Northwest with a tenfold increase in power! For advertisers, this increase from 5KW to 50KW means single-station coverage of the Oregon market *plus* much of Washington . . . one of the nation's richest, fastest-growing areas. It also means that BMB maps of KEX coverage are obsolete. Soon there will be available a "mail-map" defining the station's *new* coverage.

In the areas centering in Boston and Springfield, Philadelphia and Pittsburgh, Fort Wayne and Portland . . . Westinghouse stations offer a combination of program-skill and transmission-power that brings unusually high listenership at exceptionally low cost. When you put Westinghouse stations at the top of your schedule, *results* follow. Check with our national representatives for availabilities.

WBZ
Boston

WBZA
Springfield
Mass.

KYW
Philadelphia

KDKA
Pittsburgh

WOWO
Fort Wayne

KEX
PORTLAND, OREGON
50,000 WATTS

WESTINGHOUSE

WESTINGHOUSE
RADIO STATIONS Inc

National Representatives, NBC Spot Sales—Except for KEX
For KEX, Free & Peters

ASCAP SUIT Asks BMI Also Be Named Defendant

By EDWIN H. JAMES

AMERICAN SOCIETY of Composers, Authors and Publishers, in an answer to a federal anti-trust suit, last week asked the U. S. court to join Broadcast Music Inc. as a defendant in the action and sharply attacked BMI as an "unlawful combination of broadcasters acting . . . to control the market (in music) as both buyer and seller."

The ASCAP answer was filed in response to a suit brought last June in the U. S. District Court of southern New York by the Anti-Trust Division of the Dept. of Justice [BROADCASTING, June 30, 1947]. The federal complaint charged ASCAP with monopolizing the control of music performing rights through operation of an international cartel.

In its answer ASCAP characterized BMI as a music publisher and the owner of other publishing houses. "BMI threatens to extend these tactics of absorption and expansion to embrace the entire world," the answer said, "thus hoping to destroy all associations of composers and authors and to make the composers and authors of the world subservient to the American broadcasting industry."

ASCAP charged that in 1940 and 1941 the radio industry "utilized BMI as a tool with which to 'persuade' the members of ASCAP to offer their music to broadcasters on more 'satisfactory' terms."

"Today," the ASCAP answer said, "ASCAP is confronted by the tacit threat that, if it shall at any time refuse to bow to the will of the broadcasters, the radio industry could once more shut ASCAP's music off the air and utilize BMI in the same monopolistic manner as was done in 1941."

Contract Significance

The reference to the possible use by broadcasters of BMI tunes and the exclusion of ASCAP music was seen as significant in view of the fact that present contracts between ASCAP and broadcasters are in effect until Dec. 31, 1949, and provide automatic renewal until Dec. 31, 1958—unless ASCAP asks for an increase in rates for the renewal period.

In the answer to the federal suit, ASCAP asserted that during the 1940-41 period when ASCAP music was not used on the air, "members of ASCAP were deprived of both their chief source of revenue and their main means of bringing their new music to the attention of the American public."

The agreements with ASCAP were finally reached, the answer alleged, only "when this economic embargo had been in effect for a sufficient period (and) the broadcasters knew that they could impose their own terms upon ASCAP."

According to the ASCAP answer, if the anti-trust suit against the society were successfully prosecuted, "ASCAP would be restrained from accepting the American performing rights to the repertoires of any foreign society unless similar rights should also be made available to BMI.

"This would mean that BMI, which is already an unlawful combination in restraint of trade, would have a potential stranglehold on the music of the world and American writers would have been forced to pay for their own destruction."

'Real Issue'

The "only real issue" in the government's action, ASCAP alleged was "whether the government can compel ASCAP to retire from the foreign field and thus surrender to BMI a large volume of foreign music which BMI can use the next time the radio industry shuts ASCAP music off the air."

The ASCAP answer asked that BMI be joined as a defendant in the case and also sought dismissal of the government's suit.

BMI spokesmen said that they contemplated no action; none would comment on the ASCAP charges.

Parlez-Vous?

KNOWLEDGE of French by the promotion department of WLOW Norfolk, Va. made possible a novel and successful promotion stunt earlier this month. Car cards, written in French and advertising several of the station's programs, were placed on Norfolk buses March 5. By March 8, the station had received over 500 phone calls asking for the translation.

FIFTEEN-MINUTE transcription starring Ralph Bellamy is being offered by Church World Service, New York, official relief agency of Protestant and Orthodox churches, to all U.S. stations and church councils for Lenten relief appeals. Transcription, titled "Resurrection," was recorded in WOR New York studios.

Unbeatable Combination

STAGE ENTRANCE

CBS
WGST

ATLANTA

Georgia's 2nd Station in Family Coverage
According to Broadcast Measurement Bureau

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

HOW D'YUH LIKE THIS, FOR MAIL-PULL?

We've been telling you for yars and yars that Red River Valley people really "go" for WDAY. But here's a case history that surprised even us!

One of our WDAY advertisers recently put on a 28-station contest, using a lot of the best stations in Mid-America. At the close of the campaign, the Agency told us the various costs-per-entry. WDAY led the list, with a cost of .087. The *average* cost for the other 27 stations was $2.43!

Any WDAY advertiser can tell you that WDAY and the Red River Valley are hard to beat. But for an actual resident's advice, *ask your local representative!*

WDAY

FARGO, N. D.

NBC ● 970 KILOCYCLES ● 5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives

KDYL LEADS AGAIN

AWARDED TO

KDYL

for excellence in local production and programming, in the 1947 Advertising Awards Competition conducted by the Salt Lake Advertising Club:

Type of Program	Prize
NEWS	Gold Award Silver Award
AUDIENCE PARTICIPATION	Gold Award Silver Award
VARIETY	Gold Award
SPORTS	Silver Award
MUSIC	Silver Award

Of a total of 14 awards, KDYL won seven, as many as the other four Salt Lake stations *combined.* And KDYL was the only station to make a clean sweep in any classification, winning both awards in News and Audience Participation.

This is further evidence of KDYL's leadership in showmanship, the attribute that wins and holds radio audiences.

KDYL, offering top-rated NBC network shows *and* prize-winning local features, is Utah's *popular* station.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative: John Blair & Co.

RADIO MOST POPULAR HOBBY IN MINNESOTA

RADIO LISTENING is the favorite leisure-time hobby of Minnesotans, according to a recent impartial public opinion poll conducted by the *Minneapolis Tribune.*

The state-wide poll, reflecting recreational interests of a representative cross-section of people 21 years of age or older, showed that 54% of the women questioned favored radio listening as a hobby and 42% of the men claimed radio listening as their most enjoyable spare time pursuit. Radio listening was the major leisure-time interest for a total of 48% of both sexes. Results exceeded 100% because many persons named several interests.

A total of 45% preferred reading as their number one hobby. Of those interviewed, 42% of the men and 49% of the women liked reading best.

Ranking next to radio listening and reading in popularity were movie-going, watching sports contests, and listening to music, respectively.

Town residents named radio listening first and reading second. Farm people selected radio first, reading second and movies third.

WTAD-FM Quincy Starts With 45 kw on 99.5 mc

CULMINATING two years of planning and building, WTAD-FM Quincy, Ill., went on the air March 10 with 45 kw on 99.5 mc Channel 258).

WTAD-FM will broadcast 12 hours daily, 9 a.m.-9 p.m. When transmitting equipment becomes available its power will be raised to the authorized 53 kw.

Station's two-story concrete and steel plant is designed to accommodate further expansion. It features a 750-ft. tower, topped by a 54-ft. pylon. Two new studios, with polycylindrical sound-treated walls and a separate control room are located on 10th floor of WCU Bldg. with the WTAD studios and offices.

George Arnold Jr. and William Burghart are station co-managers and Merritt Milligan is program director. Lee Broadcasting Inc. is licensee.

WPDX-FM Is Launched On 95.1 mc With 20 kw

WPDX-FM Clarksburg, W. Va., took the air with 20 kw on 95.1 mc (Channel 236) March 11, Raymond C. Warden, station manager announced.

The station, an independent, broadcasts 3 to 9 p.m. daily. Program fare includes music, news, sports and special features. Licensee is the Clarksburg Broadcasting Corp.

SCHEDULED nine-week cross-country tour of NBC "Take It Or Leave It" program slated for April 4 has been cancelled. Show instead will go to New York for four broadcasts, April 4, 11, 18, and 25.

SHIP OF FRIENDSHIP

Radio Helps Send Food Cargo To Old Orleans, France

HALF A MILLION pounds of food and 50 head of cattle, a gift from the people of New Orleans to those of old Orleans, France, were on their way to the French city last week, marking the culmination of a radio public service project.

The "Ship of Friendship" bearing the food and cattle sailed from New Orleans last Monday. The idea for such a project came from Joseph Rosenfield Jr., the "Big Joe" of WNOE New Orleans' midnight-to-dawn *Two Joes* show, according to James E. Gordon, WNOE manager. (Little Joe is Joe Rosenfield III).

"Big Joe" promoted the "Ship of Friendship" idea "practically single-handed," said Mr. Gordon. Every night beginning Jan. 5 during the early morning hours he plugged the idea and encouraged contributions. Beginning Feb. 1 he also used two other daily periods, 2:55-3:05 p.m. and 9:30-9:45 p.m. to help along the "Ship of Friendship" idea. New Orleans civic organizations and individual citizens did the rest.

When the "Ship of Friendship" delivers its cargo the younger of the "Two Joes" will be on hand to help make the presentation to the mayor of the French city. He sailed from Galveston two days ahead of the "Ship of Friendship," passage paid by WNOE, the station reports.

RMA-IRE SPRING MEET SLATED FOR SYRACUSE

NEW developments in FM transmitters and antennas, along with progress in microwave relays and communications equipment will be reviewed at the spring meeting of the RMA Engineering Dept. and Institute of Radio Engineers to be held April 26-28 at the Hotel Syracuse, Syracuse, N. Y.

Committee meetings and social events will be held during the three-day session. Papers scheduled include these:

April 26—"An Integrated Line of FM Broadcast Transmitters," J. E. Young, RCA; "A New FM Antenna," H. J. Howland, Workshop Assoc.; "The Right Way to an RMA Standard," L. C. F. Horle, chief engineer, RMA Engineering Dept.; "Audio Frequency Measurements," H. H. Scott, Herman Hosmer Scott Inc.

April 27—"Spectrum Analysis Applied to a Variable Speech Amplifier," R. Whittle, Federal Telephone & Radio Corp.; "A New Design of Point-to-Point Communication Equipment," Coleman London, Westinghouse Electric Corp.; "The Engineer and His Neighbor," E. Finley Carter, Sylvania Electric Products.

April 28—"A Review of Crystal Saver Circuits for VHF Receivers," Dr. H. W. Hedeman Jr., Bendix Radio; "A Broad Brand Microwave Relay System Between New York and Boston," A. L. Durkee, Bell Telephone Labs.

A Mystery Story

BY WGN OF CHICAGO

PART I—The Mystery

The mystery is that a program not broadcast in Milwaukee won the *Milwaukee Journal's* 18th Annual Radio Poll.

"Family Theatre" polled *six times* as many votes as its closest rival, "Lux Radio Theatre," in winning top program honors, according to the *Milwaukee Journal* last February 1. Over 7,000 ballots, a new record, were tabulated.

PART II—The Solution

"Family Theatre," a Mutual origination, is carried each Saturday evening over WGN in Chicago between 8:30 and 9:00.

PART III—The Conclusion

WGN coverage in the important county of Milwaukee (Population: 850,000) is unequaled by any other Chicago station . . . it constitutes one of the most important "plus" factors obtainable on any radio station anywhere. You get the *most* out of your Chicago radio on WGN.

A Clear Channel Station . . .
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13
710 Lewis Bldg., 333 SW Oak St., Portland 4

KDYL
NBC STATION

KDYL Studios and Transmitter located in the center of Salt Lake City.

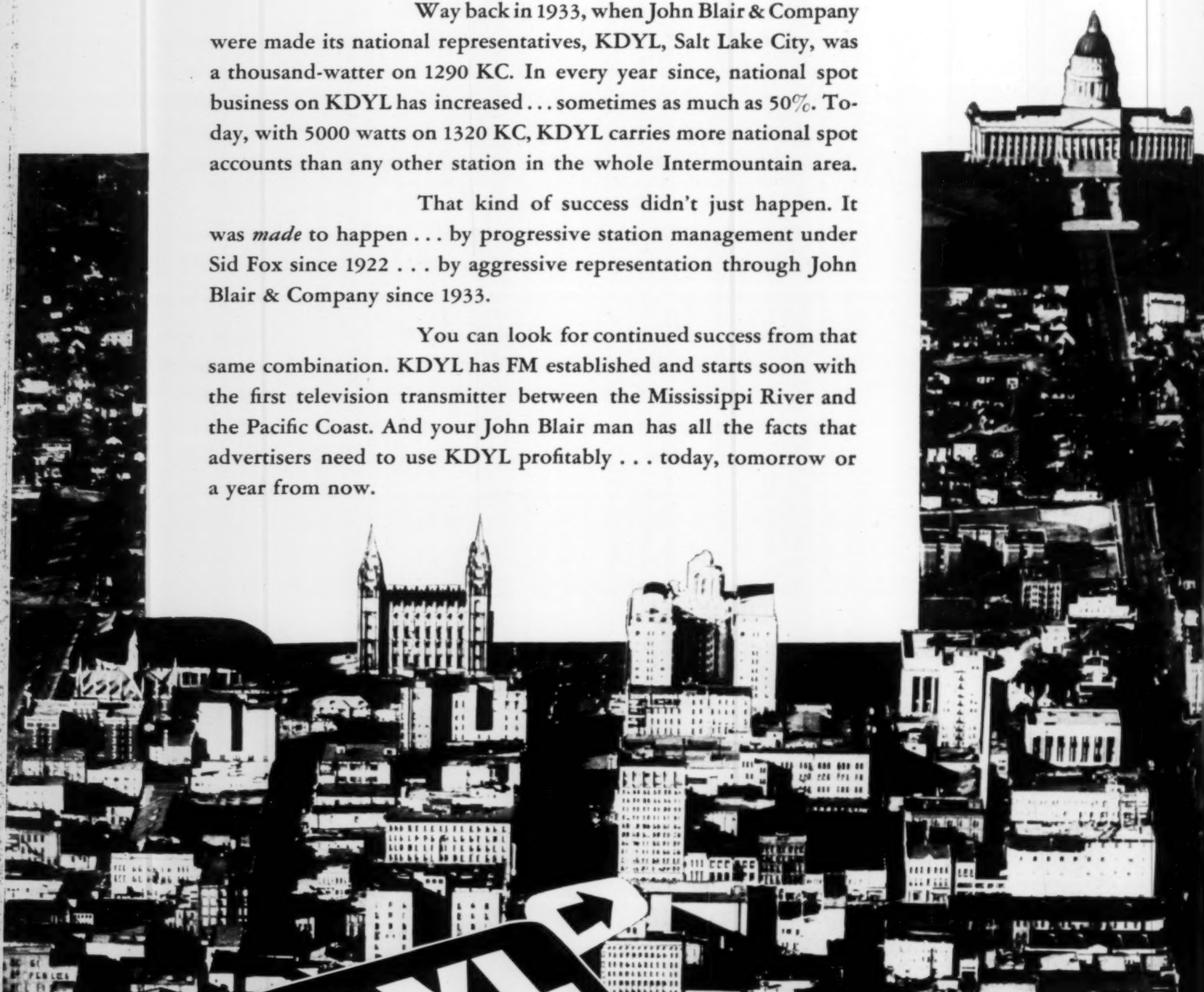
Throughout 15 Years of

KDYL Salt Lake City, has been

Way back in 1933, when John Blair & Company were made its national representatives, KDYL, Salt Lake City, was a thousand-watter on 1290 KC. In every year since, national spot business on KDYL has increased . . . sometimes as much as 50%. Today, with 5000 watts on 1320 KC, KDYL carries more national spot accounts than any other station in the whole Intermountain area.

That kind of success didn't just happen. It was *made* to happen . . . by progressive station management under Sid Fox since 1922 . . . by aggressive representation through John Blair & Company since 1933.

You can look for continued success from that same combination. KDYL has FM established and starts soon with the first television transmitter between the Mississippi River and the Pacific Coast. And your John Blair man has all the facts that advertisers need to use KDYL profitably . . . today, tomorrow or a year from now.



Salt Lake City

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

. . . A Fine Radio Station . . .

Leadership and Growth

represented by JOHN BLAIR & COMPANY!

S. S. (Sid) Fox
President and
General Manager—KDYL

Control Room KDYL Transmitter

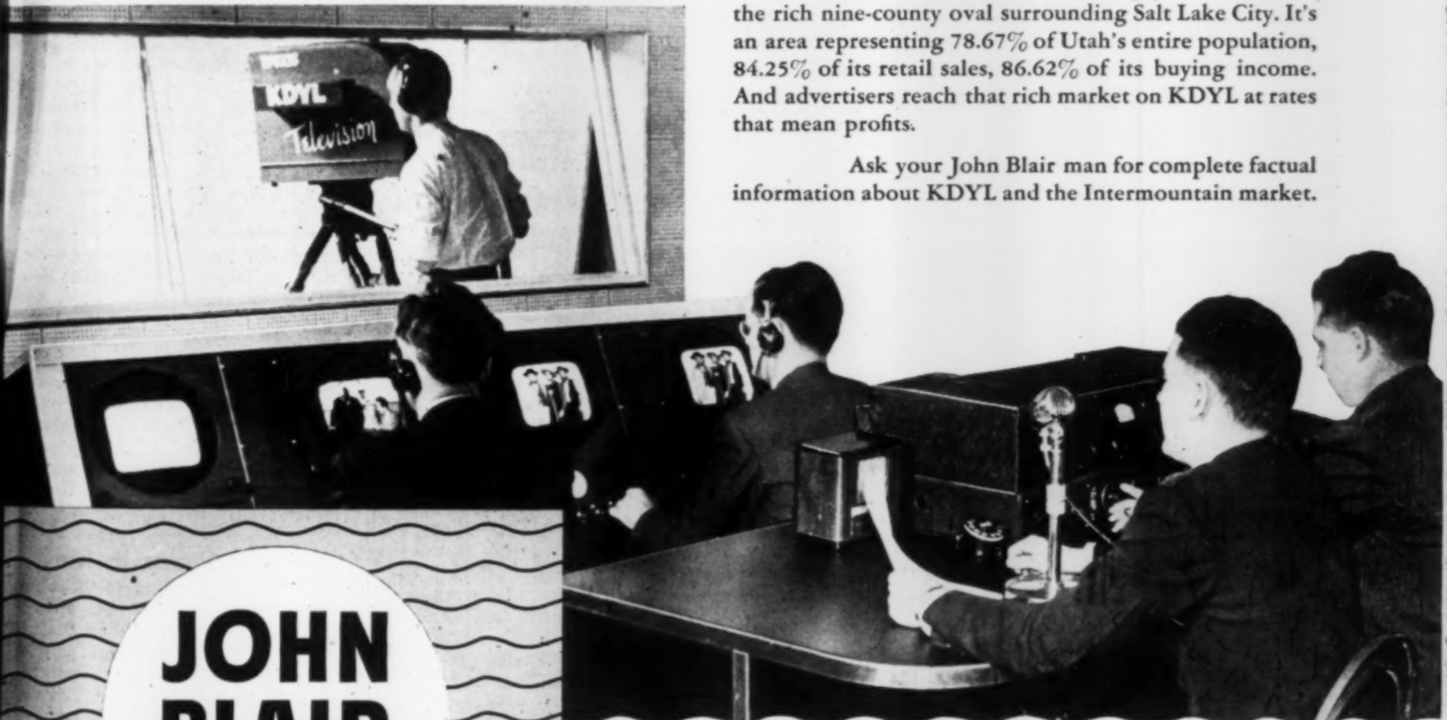
Fine facilities and fine programming give KDYL the big, loyal audiences that advertisers need!

It's no wonder that Sid Fox and his KDYL staff have been able to catch *and keep* big audiences. They know radio, and they know people . . . particularly their own listeners. And they give those listeners the best . . . *first!* For instance, in 1947, KDYL won seven of all fourteen Salt Lake Advertising Club Awards for the finest local radio productions . . . with such programs as "Something for the Ladies" and "The Western Farmer." KDYL also carries plenty of other excellent live-talent programs and the best NBC shows. FM broadcasts have been on the air for more than a year, and the KDYL Television Playhouse starts soon with commercial operation scheduled for Fall.

As a result, KDYL is the *popular* station in the rich nine-county oval surrounding Salt Lake City. It's an area representing 78.67% of Utah's entire population, 84.25% of its retail sales, 86.62% of its buying income. And advertisers reach that rich market on KDYL at rates that mean profits.

Ask your John Blair man for complete factual information about KDYL and the Intermountain market.

Control Room —
KDYL
Television
Playhouse



JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

. . . Fine Representation

Chicago • New York • Detroit • St. Louis • San Francisco • Los Angeles

His Sponsors Alone Make a Sizeable Audience . . .

Sponsored locally on 293 Mutual stations, this famed news commentator works for *a lot of different local advertisers* at the same time. He keeps them all grinning happily as they cock an ear at their ringing cash-registers. Also they enjoy the thought that their *network* program is billed at a low pro-rated *talent* cost and a low *local time* cost.

His program is the original "co-op." It generally originates in Washington, D. C., and is piped to the stations of the Mutual Network. It's "live"—and the local sponsor's message (also "live") is synchronized so well that millions of listeners think of the program as the local sponsor's own show.

Since Mutual is 464 stations, and the Fulton Lewis, Jr., program is sponsored on 293, that leaves some desirable availabilities. If you want a ready-made audience for a client (or yourself) perhaps there's an opening in your city. Call, write or wire the ***Co-operative Program Department,* Mutual Broadcasting System,** 1440 Broadway, NYC 18 — or Tribune Tower, Chicago 11.

UN ASSEMBLY

Radio Rights, Duties To Be Studied

VIEWS of the United Nations General Assembly regarding the rights and obligations of radio and other media will be formulated at the United Nations Conference on Freedom of Information scheduled to get under way tomorrow (March 23) at Geneva, Switzerland.

Heading the U. S. delegation is William Benton, former Asst. Secretary of State and now a member of the U. S. National Commission for UNESCO. Other delegates are Sevellon L. Brown, editor and publisher, *Providence Journal;* Erwin D. Canham, editor, *Christian Science Monitor;* Zechariah Chafee Jr., Harvard Law School professor; Harry Martin, president, American Newspaper Guild; and John Carter Vincent, U. S. Minister to Switzerland.

Among the alternate delegates are Oveta Culp Hobby, executive director, KPRC Houston, and Howard K. Smith, chief European correspondent, CBS. Luther J. Reid, special assistant to the Asst. Secretary of State for Public Affairs, will act as press relations officer.

Included on the provisional agenda are (1) discussion of freedom of information principles, (2) consideration of fundamental principles regarding news and information media, (3) measures to facilitate gathering of information, (4) measures to facilitate international transmission of information, (5) measures concerning free publication and reception of information, (6) drafting a Charter of Rights and Obligations for the various media, (7) continuing machinery to provide for free flow of information, (8) problems in establishment of governmental and semi-governmental information services, and (9) means by which conference recommendations can best be effected.

In addition to UN member states, 11 non-member states and a number of specialized agencies and inter-governmental organizations are expected to participate in the conference, scheduled to run through April 24.

Is $1 Million Your Goal? Here's How

AN ABBREVIATED formula for raising a million dollars in 15 minutes might be: Use radio. That formula proved successful for the National Council of the Protestant Episcopal Church on Feb. 29 when it raised "well over $1,000,000" for its World Relief program, it was learned last week.

Last year the council met a similar goal after a year-long drive. The 1948 campaign, however, was concentrated into an appeal presented in a 15-minute sermon by Bishop Henry Knox Sherrill, presiding bishop of the Protestant Episcopal Church.

A total of 600 radio stations, including all Mutual affiliates, several CBS and NBC affiliates and independent stations, aired the broadcast. WRUL Boston also shortwaved the program to all parts of the world.

Fund receipts will go to war-devastated countries in Europe and Asia, according to church officials.

FIRM WILL REPRESENT RURAL OUTLETS IN U. S.

RURAL RADIO Co., Cincinnati, has been organized as a national station representative firm for farm stations. The company also will handle farm programs of metropolitan stations.

Mr. Palmer

President is Fred A. Palmer, head of Fred A. Palmer Co., consulting firm. John Davis, formerly of WHKC Columbus and WRFD Worthington, O., is manager of Rural Radio's New York office which opened last Monday at 23 W. 45th St. Robert Burns, formerly of WJLS Beckley, W. Va., will be manager of the Chicago office, to be opened April 1 in Garland Bldg.

Mary McBride Is Editor Of New Advertising Book

HOW TO BE A SUCCESSFUL ADVERTISING WOMAN, edited by Mary Margaret McBride, Whittlesey House, McGraw-Hill Book Co. Inc., New York, 251 pp. $3.00.

SIXTEEN WOMEN who have themselves reached the top in advertising describe the opportunities in their field—the training needed, the advancement and the money that can be made in this book written for Advertising Women of New York Inc., and edited by Mary Margaret McBride, NBC woman commentator, who became known to her radio public as Martha Deane over WOR New York.

Public relations, fashion illustrating, market research, radio, publishing, the advertising agency, and other related fields are examined in the 14 chapters by top career women. Book is outgrowth of the Survey of Advertising Course, conducted for the past 19 years by the Advertising Women of New York Inc.

WASA Starts in May

CONSTRUCTION of facilities for WASA Havre de Grace, Md., is expected to be completed May 1 and broadcasting will begin on 1600 kc with 5 kw daytime shortly thereafter, according to Jason T. Pate, president of The Chesapeake Broadcasting Corp., station permittee. The one-story stucco building will carry a modernistic design.

THE LONG ISLAND STORY!

WHLI DELIVERS MORE LISTENERS PER DOLLAR IN LONG ISLAND'S LARGE QUALITY MARKET THAN ANY OTHER STATION, INCLUDING THE NEW YORK CITY 50,000 WATTERS!

Of course WHLI has the Fall 1947 HOOPER
"Station Listening Area Coverage Index"
for Hempstead Town
—and—
**CONLAN, January 1948, for Hempstead*

*Percent of Listening Audience By Stations (Conlan)	*DAYTIME
NETWORK STATION A	22.5%
NETWORK STATION B	21.1%
WHLI	**14.9%**
NETWORK STATION C	14.2%
NETWORK STATION D	10.6%
STATION E	4.0%
STATION F	2.9%
STATION G	1.8%
ALL OTHER STATIONS	8.0%

WHLI 1100 on the dial • *Between WHN and WNEW*,

and WHNY 98.3 on the FM dial *In the middle of the dial*

HEMPSTEAD, LONG ISLAND, NEW YORK

"The Voice of Long Island"

ELIAS I. GODOFSKY, President • PAUL GODOFSKY, Executive Vice-President • JOSEPH A. LENN, Vice-President, Sales

WCBM TO 680

Regional Grant Given; Lima Made Final

AFTER a quest of more than six years for regional facilities, WCBM Baltimore last week won FCC authority to move from 1400 kc with 250 w to the 680-kc channel with 10 kw day and 5 kw night. President and principal owner is John Elmer, former NAB president.

Mr. Elmer

The grant came in a final decision by which the Commission on a 4-to-0 vote reversed its proposed decision of last September to grant the rival 680-kc application of Lomar Broadcasting Co. for Lancaster, Pa., and deny those of WCBM and three others [BROADCASTING, Sept. 15, 1947].

In a separate decision FCC meanwhile made final its proposed decision to grant Northwestern Ohio Broadcasting Corp.'s application for a new station on 1150 kc with 1 kw directional fulltime at Lima, Ohio [BROADCASTING, Oct. 20, 1947]. Competing 1150-kc applications of WOOP Inc., Dayton, and Sky Way Broadcasting Corp., Columbus, were denied.

In the 680-kc case, denials were issued to Lomar Broadcasting, Lancaster; Tower Realty Co., Baltimore, and Foundation Co. of Washington, which was applying for a Philadelphia station. Denial to Tower Realty was without prejudice to any action FCC may take on Tower's petition, pending since last October, to change its application to 1470 kc at Towson, Md., instead of 680 kc at Baltimore. WRNY Rochester's bid for fulltime and increased power on 680 kc (1 kw day and 500 w night, in lieu of 250 w daytime only) originally was part of the proceeding but was severed a week ago for further hearing independently.

FCC's decision eliminated the Foundation Co. application on grounds of interference to WOR and WNBC New York and for failure to meet certain engineering standards. Under the equitable-distribution provisions of the Communications Act, FCC preferred Baltimore for a grant instead of Lancaster, because of the greater number of persons and larger area that would be served.

The Commission recognized "the facts of the limited number of services available to the City of Lancaster which indicates that Lancaster, rather than Baltimore, should be favored under the 'fair and equitable' requirements of Sec. 308(b)." But, FCC noted:

> **. . . in a comparative proceeding such as this, unless one of the communities involved has no fulltime transmission facility or unless there is no primary service to part of the proposed service area, we can find no compelling reason to justify our sanction of the exceptions to the Standards of Good Engineering Practice and resultant inefficient use of the frequency which would come about from the proposed Lancaster operation.**

WCBM is one of seven Baltimore stations and is affiliated with Mutual. Mr. Elmer has been associated with the station since 1930, and has overall supervision of operations. From 1904 until he became associated with WCBM, he was in the newspaper and advertising business in Baltimore, where he is active in civic affairs in addition to prominent participation in radio organizations. Jointly with his wife, he owns 49% of the common stock and 29.8% of the first preferred stock of WCBM. George H. Roeder is general manager, secretary-treasurer, and minority stockholder.

Lomar Principals

Lomar Broadcasting at Lancaster, where there are two existing stations, is owned by Frank Z. Temerson, Lancaster businessman, and Mark A. Braynes, radio man and wartime major in the Army. For three years Major Braynes was in charge of the Armed Forces station in Panama.

Karl F. Steinmann, Baltimore attorney and businessman, is chairman of the board and principal owner of Tower Realty, of which Gen. Philip Hayes, USA (Ret.), is president. Foundation Co. of Washington, which also is seeking a Washington station, is owned by 16 stockholders headed by Elmer W. Pratt, attorney. Stockholders include Lawrence J. Heller, former owner of WINX Washington; Frank H. McIntosh, Washington consulting radio engineer; Richard K. Lyon, Washington attorney, and Stephen W. Heller, son of Lawrence Heller.

Chairman Wayne Coy and

(*Continued on page 42*)

Friends in Need

WMBD PEORIA was paid back a hundred-fold after cancelling an hour and a half of commercials to devote that time to a special program for a family who had lost two children and their home by fire. The same night their house burned, WMBD put on its benefit staff show. Names of those who pledged donations were read on the air, and telephone lines were clogged for hours after the program went off. WMBD feels it was well worth it. There is now $3605.35 in the bank for the family, collected by the station.

These Potent Participation Programs Can

HOUSEWIVES' PROTECTIVE LEAGUE

Lewis Martin's personal recommendations, backed by the endorsement of "The HPL Testers' Bureau," offer you one of radio's best sales-producers.

Deliver Your Advertising Message to

KATHERINE KERRY

Lively, women-wise commentaries and fast-paced interviews with important personalities have made Miss Kerry's by-line a buy-line to her large and loyal following.

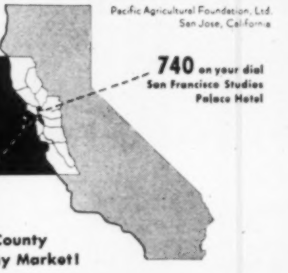
7 out of 10 Northern Californians, via

CURFEW CLUB

Disk Jockey Bob Goerner's colorful comments, guest-celebrities and weekly contests catch a peak late-evening audience with its sales resistance down.

the Columbia Station for the San Francisco Bay Area

KQW



740 on your dial
San Francisco Studios
Palace Hotel

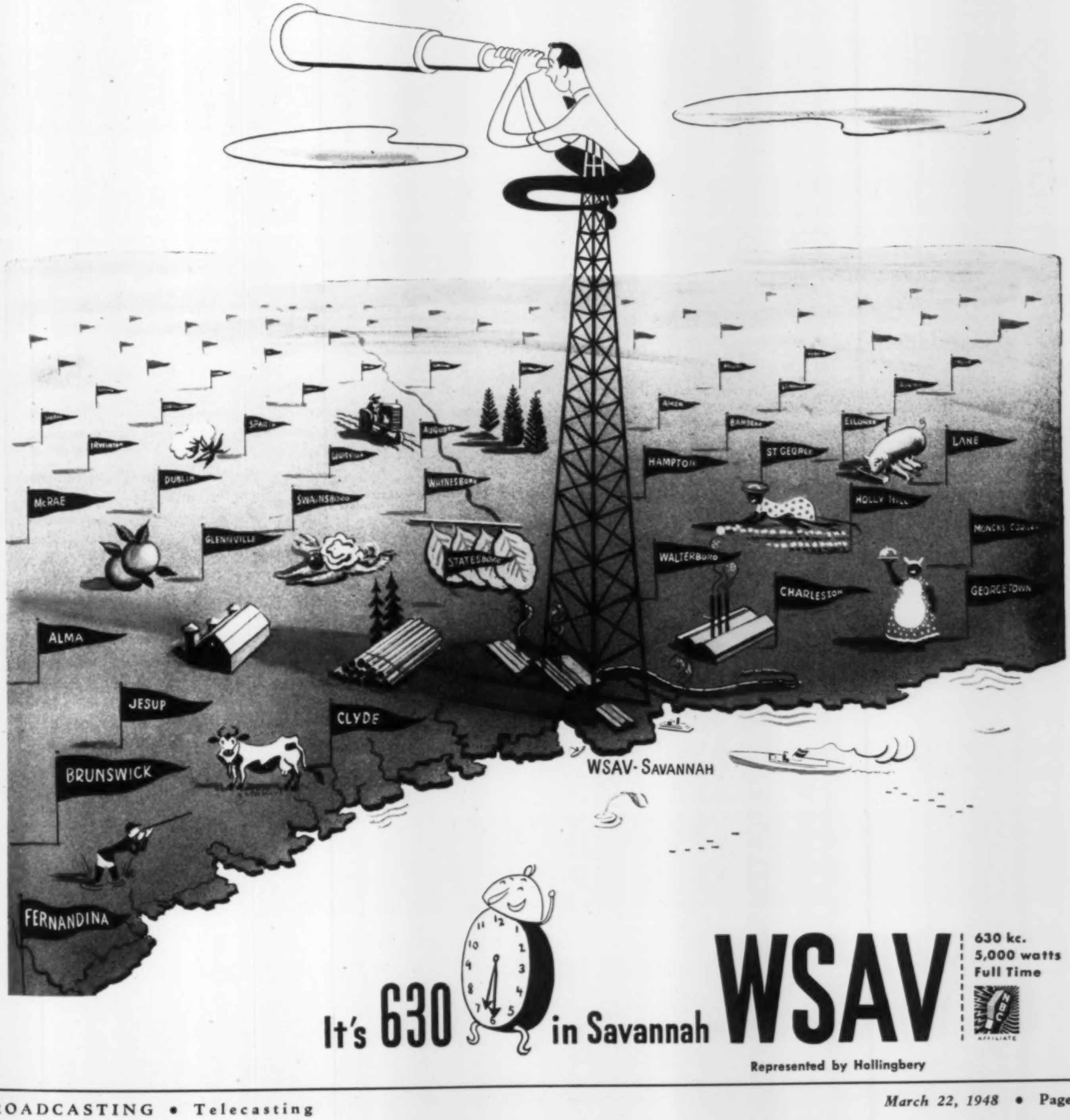
EXCLUSIVELY
Delivers the *Columbia* 14 County San Francisco-Oakland Bay Market!

Represented Nationally by Edward Petry & Co. Inc.

We've got that far-away look...

And it's more than a look. We've got that *faraway coverage,* too! When we moved to *630, with 5000 watts,* it was equivalent to adding *140,000 watts* on our old frequency . . . . it enabled us to reach *3½ times more people* than any other station in this important *$320 million retail sales area.*

Now a *million people* in *79 prosperous counties* look and *listen* to WSAV as their favorite source of entertainment and information. These loyal listeners can become *your customers,* if you set your sales clock at *630 in Savannah!*


McRAE
DUBLIN
IRWINTON
SPARTA
SWAINSBORO
AUGUSTA
WAYNESBORO
GLENNVILLE
STATESBORO
ALMA
JESUP
CLYDE
BRUNSWICK
FERNANDINA
WSAV-SAVANNAH
AIKEN
BAMBERG
HAMPTON
ST GEORGE
ELLOREE
LANE
HOLLY HILL
MONCKS CORNER
WALTERBORO
CHARLESTON
GEORGETOWN

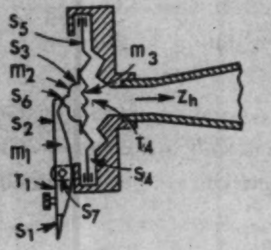
It's 630 in Savannah WSAV

630 kc.
5,000 watts
Full Time

Represented by Hollingbery

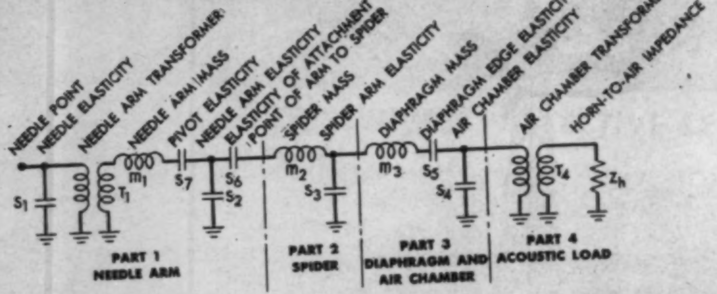
How the equivalent circuit came into being

THIS IS THE REPRODUCER OF THE FIRST ORTHOPHONIC PHONOGRAPH


S_5
S_3
m_2
S_6
S_2
m_1
T_1
B
S_1
m_3
Z_h
T_4
S_4
S_7

When the Orthophonic phonograph, developed in Bell Telephone Laboratories, was introduced in 1925, it represented an outstanding advance over previous acoustical types. Even more important to the progress in mechanical-acoustical and electro-acoustical systems, it represented the practical application of a basically new design tool—*the equivalent circuit.*

THIS IS THE SAME REPRODUCER WITH ITS MECHANICAL PARTS REPRESENTED BY ELECTRICAL COMPONENTS


NEEDLE POINT
NEEDLE ELASTICITY
NEEDLE ARM TRANSFORMER
NEEDLE ARM MASS
PIVOT ELASTICITY
NEEDLE ARM ELASTICITY
ELASTICITY OF ATTACHMENT POINT OF ARM TO SPIDER
SPIDER MASS
SPIDER ARM ELASTICITY
DIAPHRAGM MASS
DIAPHRAGM EDGE ELASTICITY
AIR CHAMBER ELASTICITY
AIR CHAMBER TRANSFORMER
HORN-TO-AIR IMPEDANCE
S_1
T_1
m_1
S_7
S_6
S_2
m_2
S_3
m_3
S_5
S_4
T_4
Z_h
PART 1 NEEDLE ARM
PART 2 SPIDER
PART 3 DIAPHRAGM AND AIR CHAMBER
PART 4 ACOUSTIC LOAD

Instead of time-consuming cut-and-try methods—involving experiments with mechanical parts of different sizes and shapes—Bell engineers tackled the design of the Orthophonic phonograph by representing each of its *mechanical* parts by an *electrical equivalent*. The effect of changing the mechanical specifications of any part of the Orthophonic phonograph could then be predicted simply by changing the value of the corresponding electrical component, in accordance with the mathematics of electrical networks.

THIS IS THE CONCEPT OF THE "EQUIVALENT CIRCUIT"

An equivalent circuit is an electrical system in which each part is equivalent to a part in the corresponding mechanical system. The reaction of such an electrical system to electrical oscillations is identical to the reaction of the analogous mechanical system to mechanical vibrations. As a design tool, the equivalent circuit is particularly valuable in predicting performance of *transducers*, in which electrical energy is transformed into mechanical energy (and vice versa).

The close analogy between elements in electrical and vibrating mechanical systems has long been recognized. Inductance corresponds to mass; capacitance to elasticity; electrical resistance to mechanical resistance, etc.

But it remained for the engineers of Bell Telephone Laboratories to integrate these facts into a practical design tool—to recognize and utilize the equivalence, not merely between *parts*, but between *systems*.

Once the fundamental idea of the "equivalent circuit" was applied, it quickly proved its merits as a practical, effective tool of transducer design. Employed in the design of the revolutionary Orthophonic phonograph, the equivalent circuit technique later became a standard procedure in transducer design.

The concept of the equivalent circuit is one of the many advances originating in Bell Telephone Laboratories that have contributed materially to progress in communications equipment.

BELL TELEPHONE LABORATORIES

World's largest organization devoted exclusively to research and development in all phases of electrical communications.

Why it means better quality in Western Electric equipment

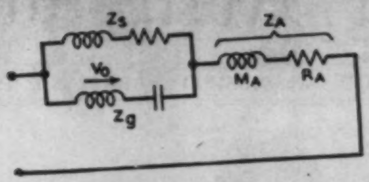
In designing Western Electric microphones, crystal filters and recording and reproducing equipment, Bell Laboratories applies its long experience and thorough knowledge in the use of equivalent circuits.

The results are twofold: *product designs* that mean greater dependability and improved performance, and *precise manufacturing information* that gives better control of quality during production.

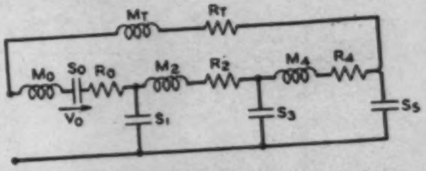
The use of equivalent circuits is another example of the thorough research and careful manufacture which typify all Western Electric products—for radio broadcasting, radio communications, sound distribution and industrial uses.

—QUALITY COUNTS—

THIS IS THE 639 MICROPHONE IN EQUIVALENT CIRCUIT FORM-



Electrical equivalent of ribbon type pressure gradient element



Electrical equivalent of diaphragm type pressure element

These circuits were the starting-point in the design of Western Electric's popular 639 Type Cardioid Microphone. By changing the values of the electrical components, they provided extensive information on expected performance before the first model of the 639 Type was built.

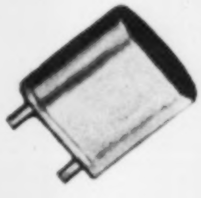
THIS IS THE MICROPHONE ITSELF

When the 639 was built, its outstanding performance — in quality and adaptability to various pick-up problems—bore out predictions of the equivalent circuit.

OTHER WESTERN ELECTRIC EQUIPMENT IN WHICH THE EQUIVALENT CIRCUIT IS A USEFUL DESIGN TOOL

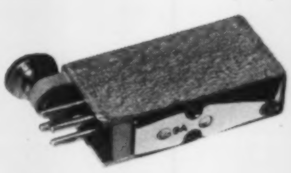
LOUDSPEAKERS

Finest in the Western Electric line is the dual-unit 757A—handling 30 watts, giving uniform response from 60 to 15,000 cycles, having a 90 degree coverage angle.



CRYSTALS

This new line of crystals for oscillator control ranges from 1.2 KC to 50 MC. All are engineered for improved accuracy and stability.



REPRODUCERS

The 9A, specially recommended for vertical cuts, and the 9B, used to best advantage on lateral cuts, have low distortion and provide maximum elimination of record noise.

Western Electric

Manufacturing unit of the Bell System and the nation's largest producer of communications equipment.

Distributed by GraybaR
OFFICES IN 95 PRINCIPAL CITIES

DISTRIBUTORS: IN U. S. A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Co., Ltd.

ANOTHER WINNER FOR WLAC

The Reflector

STATE COLLEGE, MISSISSIPPI, FEBRUARY 25, 1948

'Gene', WLAC Disc 'Jerky' Rates High on State Campus

As the time rolls around to eleven most nights at Mississippi State, you can bet your last dollar that 75% of the disc jockey followers on the campus are tuned to the "Sterling Dance Hour" from radio station WLAC, Nashville, Tennessee, which features one of the most popular disc jockeys of modern radio—Gene Nobles.

Gene out-polled every one of his opponents 2 to 1 in a recent popularity "Gallup Poll" on the campus, and this self-styled human edition of musical terms has proved his worth to late State listeners.

A typical Wednesday evening broadcast:

The familiar call of "It's boogie-woogie on Wednesday Night" resounds over the speaker, and the hour of music begins. The program is open to all written requests, but Gene refrains from verbal requests over the phone.

As the program progresses, one listens to one of the most unlimited sources of coined phrases ever heard, and his descriptions of music and people are unique. Blues are either gut bucket, low down, or intestinal fortitude, and females are always called "fillies." Gene plays havoc with requests, and joys upon ridiculing the various college listeners who always have a bone to pick with him.

Yep, that's Gene and the Sterling Dance Hour—every night at 11, except Sundays. Station WLAC, Nashville, at 1510 on your dial, Columbia Broadcasting System.

DO SUCH PROGRAMS HAVE SALES POWER? GENE'S SPONSOR WON STERLING'S "DISTRIBUTOR OF THE YEAR" AWARD FOR 1948.

50,000 WATTS
CBS
Affiliate

WLAC
NASHVILLE

Represented by
PAUL
H. RAYMER CO.

DEMOCRACY Essay Contest Regular Radio Week Feature

EXPANSION of the Voice of Democracy contest, as a feature of National Radio Week, into one of the main educational events of the year is planned by NAB, Radio Manufacturers Assn. and the U. S. Junior Chamber of Commerce.

Working with the U. S. Office of Education, the organizations propose a contest which will focus attention of American youth on principles of democracy and draw many times the total of 20,000 entries received in the first contest last November.

First steps toward planning of National Radio Week activities were taken last Monday at a meeting held in the BMB board room, New York, by representatives of the sponsoring associations. Date selected for National Radio Week was Nov. 14-20 [CLOSED CIRCUIT, Feb. 23].

Though much of the week's program is still in the early discussion stage, the project began to take shape as the joint committee went into all angles. As it now stands, only one contest is proposed due to confusion last year over the simultaneous letter-writing contest sponsored by Assn. of Women Broadcasters and the high school competition.

Assistance Offered

Active cooperation is promised by the Office of Education, which endorsed the 1947 Voice of Democracy contest. Dr. John W. Studebaker, U. S. Commissioner of Education, highly praised 1947 project and plans to use the contest material in schools all over the nation. NAB is preparing a condensation of speeches by the four contest winners from which a transcription will be cut.

Top level Steering Committee in charge of Radio Week is to be named in the near future. It likely will include Dr. Studebaker and presidents of the three associations.

A Joint Operating Committee will be appointed. Suggested for the chairmanship at last Monday's meeting was W. B. McGill, advertising manager of Westinghouse Radio Stations.

The Junior Chamber indicates it will greatly expand its role in Radio Week this year. Besides enlisting its local organizations, the chamber will go into towns where it is not organized and promote the Voice of Democracy contest.

New approach to radio dealer participation is planned this year, with promotional activities operated through distributors instead of on a national basis. Electric institutes in some 50 cities are expected to join the project and work with dealers, and public utility companies all over the nation will be contacted.

FM Assn., Television Broadcasters Assn., National Retail Dry Goods Assn. and other merchandising and promotion groups will be invited to take part in the 1948 Radio Week. The whole project is getting under way well ahead of the schedule in past years.

Though the AWB letter contest may not be continued, participation of women's groups will be arranged. Plans will be taken up at a liaison meeting of NAB and AWB to be held in April. Pat Griffith, new NAB director of women's activities, is to be enlisted in the Radio Week program.

Promotional and educational results of the 1947 Voice of Democracy contest are still appearing, and will continue for some time. Besides the Office of Education transcription project, other activities are being considered. Among them is a proposed movie short of the four girls who won the $500 scholarships. Also in the works is a suggested appearance of the winners at the NAB convention in Los Angeles.

The Joint Radio Week committee plans to meet again April 26 in Washington. By that time detailed plans will be ready for approval. Special National Radio Week stationery will be printed this year.

Attending the New York meeting last week were: Robert H. Richards, Junior C. of C.; Robert K. Richards, Hugh M. P. Higgins, Edwards P. J. Shurick (Free & Peters) and Harold Fair, for NAB; James D. Secrest, Mr. McGill, H. J. Guenin Jr. (RCA-Victor) and Kenneth W. Sickinger (Stewart-Warner) for RMA; Nora Hammisfahr for Fred Eldean Organization, handling RMA's Radio-in-Every-Room campaign.

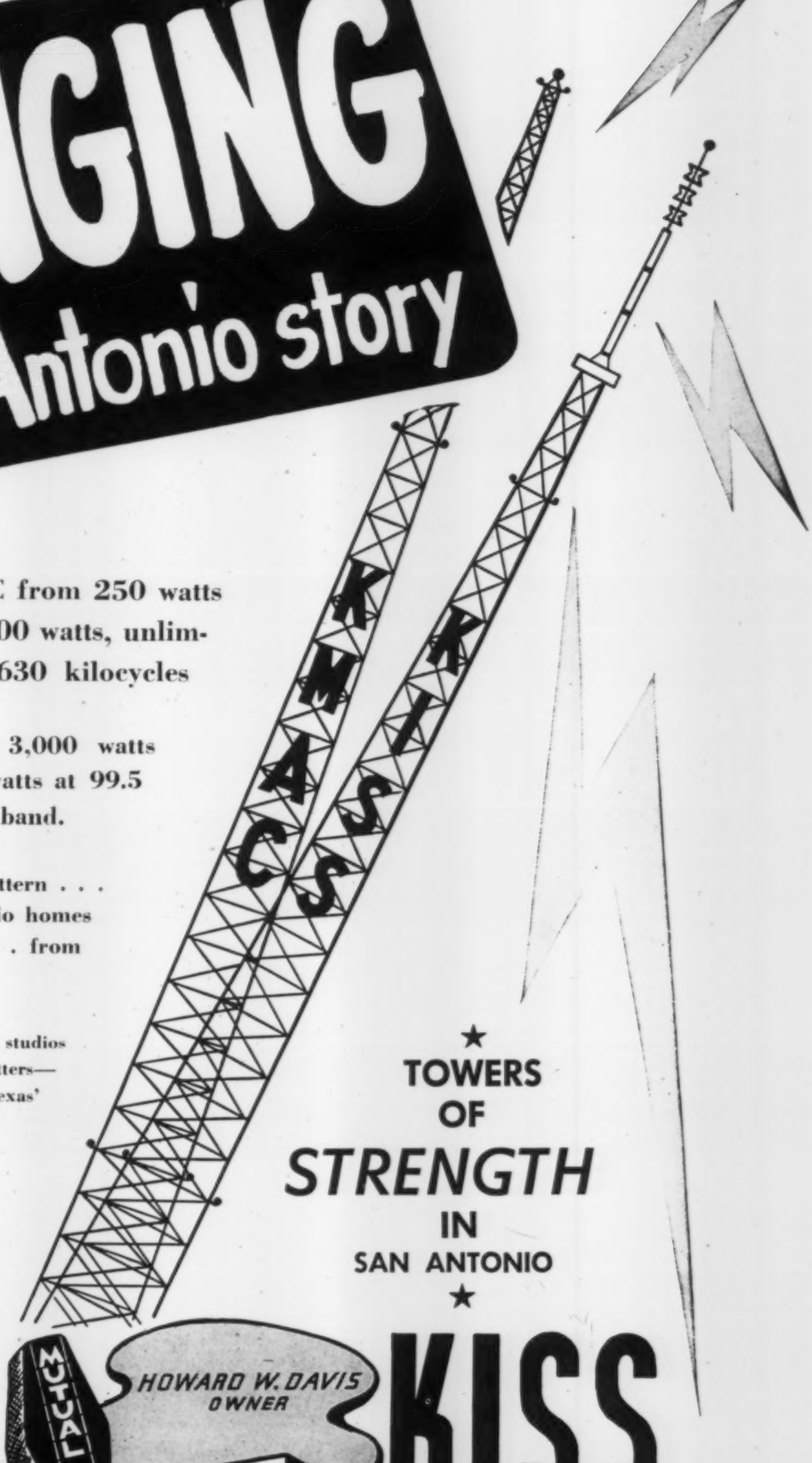
4 More Names Are Added To Lemke Bill Witnesses

LIST of witnesses slated to testify against the Lemke Bill (H.J.Res. 78) in hearings before the House Interstate & Foreign Commerce Committee March 31-April 1 [BROADCASTING, March 8 and 15] continued to grow with the addition last week of four more names.

Proponents of the measure, which would grant FM part of the 44-50 mc band in addition to the 88-108 mc band on which it now operates, were heard early in February [BROADCASTING, Feb. 9]. The hearings next week will afford opponents an opportunity to present their views.

Latest names added to the roster of witnesses are: Jack R. Poppele, president of TBA; F. J. Bingley of Philco Corp. and a member of TBA board; Daniel E. Noble of Motorola Inc. and chairman of Panel 13, Radio Technical Planning Board; and Dr. Thomas T. Goldsmith of DuMont Labs.

CHANGING the San Antonio story



CHANGING KMAC from 250 watts to 5,000 watts, unlimited . . . from 1240 kilocycles to 630 kilocycles

CHANGING KISS from 3,000 watts to 50,000 watts at 99.5 megacycles . . . in the center of the FM band.

CHANGING our coverage pattern . . . from 100,000 radio homes to more than 300,000 radio homes . . . from 500,000 people to 1,250,000 people.

CHANGING to everything new . . . new studios —new offices—new transmitters—new frequencies—new power, radiated from "Texas' Tallest Tower"!

KMAC AND KISS GIVE YOU MORE FOR YOUR MONEY. SEE PEARSON.

★
TOWERS
OF
STRENGTH
IN
SAN ANTONIO
★

HOWARD W. DAVIS
OWNER

KMAC
1240 *A.M.* ON YOUR DIAL

KISS
99.5 *F.M.* CHANNEL 258

Represented Nationally By

JOHN E. PEARSON CO.

PRIVATE AGENCY SHOW CRITICIZED BY MUNDT

REP. KARL E. MUNDT (R-S.D.) co-author of the Smith-Mundt Bill, last week attacked U. S. radio programs shortwaved overseas by private agencies as "disgraceful" and "indefensible."

Private concerns employ "second rate talent" and beam "fourth rate programs" to an "uninformed" Europe, Mr. Mundt said. He spoke in New York to a combined luncheon meeting of the Export Advertising Assn. and the Export Managers Club at the 28th annual get-together.

Advertisers, such as the exporters group, can voluntarily play a vital role in spreading a true picture of American life, culture, and freedom, he told the meeting.

Joshua B. Powers, president, Export Advertising Assn. and Joshua B. Powers Inc., New York, introduced the speaker.

KSD-TV ALMOST MAKING MONEY

After 15 Months St. Louis Station Close To Paying Own Way

KSD-TV St. Louis is indirectly making money for its owner, the *St. Louis Post Dispatch*, George M. Burbach, general manager of the station, told a group of station officials attending NBC's Midwest Workshop Monday in Chicago. KSD-TV took the air 15 months ago.

Mr. Burbach

Addressing a luncheon meeting in the Drake Hotel, Mr. Burbach said the St. Louis TV operation is "$1,000-a-month from paying its own way," but, he added, the *Post-Dispatch* took in about $50,000 from television advertising during the past year "which more than evens up the family account."

"We expect to be completely out of the red when baseball gets into full swing this summer," said Mr. Burbach. "Only a possible shift from a five to a seven-day weekly schedule would keep us in the hole. We are getting enough business to be uneasy about how to handle it."

He revealed that KSD-TV's $200 hourly rate will be raised "substantially" May 1.

"We will put this increase into effect without even bringing up the subject of how many television sets there are in town," he said. "We don't have to discuss such details when we sell television in St. Louis. Our advertisers know TV is far beyond the experimental stage there."

Mr. Burbach said KSD-TV's rates "would not be so high as to give us back what a program costs us—plus", but should be in line with the old-fashioned storekeeper's policy: "Give the customer a stick of candy, then he'll be back."

He emphasized that television is costly, but suggested several ways to "cut corners." KSD-TV, for example, has a standby newsreel organization—subject to call—which eliminates the high cost of a full-time newsreel staff, he said.

For smaller stations, he advocated getting started "with remotes alone—then you won't even need a studio."

Protestants Create Radio Commission

FORMATION of a Protestant Radio Commission, a cooperative agency of 15 major denominational and eight interdenominational bodies, was completed last week in New York.

A commission spokesman said the purpose of the organization is to encourage a wider and more intelligent use of radio for religious purposes; to maintain Christian standards of public decency and good taste in commercial programs; to serve as Protestantism's representative before the FCC; to represent Protestantism on inter-faith broadcasts; to further cordial relations with the radio industry, and to help ministers and church leaders to make more effective use of radio.

The commission plans to institute a comprehensive research study of the field of religious radio and its relations to the church, as one of its first projects.

Elected officers of the PRC include Charles P. Taft, president of the Federal Council of the Churches of Christ in America, chairman; the Rev. Dr. Truman B. Douglass, executive vice president of the Board of Home Missions of the Congregational - Christian Church, vice chairman; the Rev. Dr. Paul C. Payne, president of the International Council of Religious Education, vice chairman; Edith Lowry, executive secretary of the Home Missions Council of North America, recording secretary; Harper Sibley, former president of the U. S. Chamber of Commerce, treasurer; and the Rev. Dr. J. Quinter Miller, associate general secretary of the Federal Council of the Churches of Christ in America, acting executive secretary.

The Federal Council of Churches of Christ in America was designated as the general administrative and fiscal agent for the commission.

our 20th Anniversary

Pardon Us for reminiscing...but

ktsa

CBS in San Antonio

20 years ago, first invited San Antonio and South Texas To "Listen In."

IN THOSE DAYS - - -

The great Graf Zepplin flew from Friedrichshafen to Lakehurst and back with a crew of 20 passengers.

John Gilbert and Jeanne Eagels were starring in "Man, Woman & Sin."

Charles Lindberg was the national hero. Folks were still talking about his epoch-making flight of the year before.

Al Smith said: "The Raddio."

TODAY - - -

Radio and KTSA have gone forward with San Antonio and South Texas—and the invitation still says . . . "Listen In."

"CBS In San Antonio For 19 Years"

ktsa 550 k.c. "FREQUENCY Plus POWER"

Taylor-Howe-Snowden Radio Sales

"WE HAVE BEEN FLATTERED"
(imitation is the sincerest form of flattery)

WARC

(broadcasting only 120 days)

is first (already) in Rochester, N.Y.

1st

√ ***FIRST*** . . . in Rochester to sign Sibley, Lindsay & Curr (the largest department store between New York and Buffalo) to a one year non-cancellable contract for a WARC PRODUCED show one hour daily from 7 to 8 AM across the board Monday thru Friday!!! That's *260 hours,* Sir!

√ ***FIRST*** . . . to develop an active teen-ager organization—"WARC 950 Club" with a registered membership of 3,528! Their initial event was a huge success for 3,125 members and their guests danced to their heart's content and filled the huge Sports Arena to capacity!

√ ***FIRST*** . . . to develop a LOCAL luncheon participation-type program "Meet the People." We blushingly admit the appeal is the same as another ABC show at 11:00 A.M. EST!

√ ***FIRST*** . . . to incorporate LOCAL on the air spot wire recorded interviews on the Newscasts!!

√ ***FIRST*** . . . to present a smooth easy-listening late evening program "Music to Dream By."

ABC in Rochester, N.Y. **WARC 950 KC**

REPRESENTED NATIONALLY BY THE KATZ AGENCY

WIBK
KNOXVILLE,
Tennessee

WIBK
Knoxville, Tennesee

in
BLACK
&
WHITE
Knoxville's
Best Bet

Represented by:
DONALD COOKE, INC.

TRANSFERS

WHTB Goes to Hutson; Segal Gets KTFS

TRANSFER of control of WHTB Talladega, Ala. (1230 kc, 250 w) to Melvin Hutson for $16,500 and assignment of license of KTFS Texarkana, Tex. (1400 kc, 250 w) to David M. Segal for $16,337 have been granted by FCC.

Commission also has approved assignment of license of WKRC Cincinnati from The Cincinnati Times Star Co., owned by the Taft family, to Radio Cincinnati Inc., newly formed subsidiary. No money is involved, purpose being to separate newspaper and radio interests.

In the WHTB sale, Mr. Hutson, general manager of WMSL Decatur, Ala., acquires 60% interest from D. Hardy Riddle and Harry Held, who owned 49% each. J. C. Vessels retains 2% interest.

Mr. Segal, who owned 70% of WHTB, acquires 30% holding of Henry N. Fones, retiring partner. License is transferred from Messrs. Segal and Fones doing business as Texarkana Broadcasting Co. to Mr. Segal as individual.

FCC meanwhile granted the request of Radio Indianapolis Inc. to take over "immediately" from Associated Broadcasters the control and operation of WABW (FM) Indianapolis and its AM affiliate, WBBW, not yet on the air.

Radio Indianapolis, originally bidding against On the Air Inc. (WGBF and WMLL-FM Evansville and WTMV East St. Louis) for acquisition of the Indianapolis outlets under the Avco procedure, won transfer approval from FCC late last month.

Under the contracts since worked out, Radio Indianapolis is to pay $27,750 for 185 of the 202 shares of Associated stock and reportedly is working out a settlement with Martin R. Williams, Associated stockholder who did not participate in the agreement. On the Air Inc., which withdrew its purchase application, is to receive from Radio Indianapolis approximately $20,000 for services, equipment, and funds advanced to Associated.

Radio Indianapolis is owned by 18 stockholders and was organized by Stephen A. Cisler Jr., 49.3% owner of WKYW Louisville and 25% stockholder of WXGI Richmond, Va., and WWSO Springfield, Ohio. Mr. Cisler has subscribed for 17% of Class A stock and 25% of Class B. Conrad Ruckelshaus, Indianapolis businessman, is president. Sims Gaynor, former stockholder of WTOC Savannah, Ga., is proposed station manager as well as a stockholder.

Sellers of the AM and FM stations are the following Associated stockholders: Rudolph M. Crandall (19%); Benjamin C. Tamney and Thompson Kurrie (22% each); Myrton J. McKee (25%); Doris Coffey (4%). Martin Williams, who did not participate in the sale and who has a disputed claim in the amount of $6,800, has 8% interest. WBBW is authorized to use 1550 kc with 250 w fulltime.

88% of the families in this 5-Port Area listen regularly to KPRC*

BEAUMONT
PORT ARTHUR
HOUSTON
GULF OF MEXICO
TEXAS CITY
GALVESTON
ONE OF AMERICA'S MOST AMAZING RADIO COVERAGE STORIES!

● KPRC reaches five of America's greatest shipping ports. They are all big-money ports. Houston is America's fourth largest. Beaumont exceeds Boston in tonnage. Port Arthur exceeds Los Angeles.

FIRST in BMB
FIRST in HOOPER
FIRST in the South's First Market

*According to official independent survey.

Obviously your best radio buy in this opulent market is KPRC, the one station that blankets all five ports . . . talks to well over three-fourths of all the families, in this area *regularly*.

Yet KPRC is *not* the most expensive station, KPRC costs much less per listener.

First in listeners, second in price is a winning combination. For availabilities call Petry or write us. We'll act fast.

And here's 100 million dollars plus extra spending money your client probably doesn't even know exists

In addition to the vast wealth of the great Southwest, you put your client in touch with a 100 million dollar plus bonus. That's what the transient officers and sailors of Houston-docked ships spend in the market each year, according to port officials.

KPRC HOUSTON
950 Kilocycles • 5000 Watts
National Representatives, Edward Petry and Co.
Affiliated with NBC & TQN, Jack Harris, General Manager

WTMJ-TV Proposes New Rates Effective April 1

A NEW SCHEDULE of rates will go into effect April 1 at WTMJ-TV, the *Milwaukee Journal* television station, it was announced Tuesday. Transmitter charges will range from $25 for a 20-second slide, film or card, to $200 an hour for a live program, including facilities. Program facilities charges begin at $50 for five minutes in the studio, and $30 for five minutes of film, and are graduated to $250 an hour in the studio and $75 for an hour of film. Ample rehearsal time is allowed for both studio and film shows.

The station quotes no rates on remote pickups, reserving the right to base these on program conditions, and lists no program production charges. Rates for actors, musicians, announcers, transcriptions, and other talent "are dependent on cost and availability." Rates for sets, backgrounds, and props are based on cost.

CANADA SHOW NOSES OUT HOPE IN RATINGS

CANADIAN COMEDY program *Wayne & Shuster* has nosed out Bob Hope in February national program ratings by Elliott-Haynes Ltd., Toronto. The Canadian team moved up to eighth place. Bob Hope dropped to tenth.

First ten most popular evening programs in Canada in February and their ratings were: *Charlie McCarthy* 39.8, Fred Allen 37.6, *Radio Theatre* 37.4, *Fibber McGee & Molly* 34.4, *Amos 'n' Andy* 28.8, *Music Hall* 24.8, *Ozzie & Harriet* 23.6, *Wayne & Shuster* 23.4, NHL Hockey (Canadian program) 22.9, and Bob Hope 21.7.

Daytime February programs also show a change. *Ma Perkins* was first with 18.6. Other ratings: *Big Sister* 18.5, *Happy Gang* (Canadian program) 18.3, *Pepper Young's Family* 18.3, and *Life Can Be Beautiful* 18.

French language evening programs were led by *Un Homme et Son Peche* 42.4, followed by *Le Ralliement du Rire* 39.6, *Metropole* 39.3, *Radio Carabins* 38.5, and *Enchantment dans le Vivoir* 37.5. French daytime programs most popular in February were *Jeunesse Doree* 29.6, *Rue Principale* 28.7, *Tante Lucie* 23.7.

NAB Informs Disney Firm Of Policy on Free-Time

NAB has informed Walt Disney Productions, Burbank, Calif., of its policies against free-time solicitations by commercial firms. J. Allen Brown, NAB Small Stations Division director, sent a letter to the film company last week after receiving notice from member stations of a promotion project based on the new film "Melody Time."

According to NAB's information, the Disney firm contacted stations listing broadcasts of the same name, offering to provide vinylite recordings of the Buddy Clark recording of a song also titled "Melody Time." This recording would be used as theme song for programs of that title.

Center Your Attention on
WFOX
Center of the Dial
860 kc
MILWAUKEE

Both Famous for their Spots!

Spots broadcast on WCAU . . . with its 50,000 Watts extending in all directions . . . reach more people than any other Philadelphia station.* That's why time buyers select WCAU first for their SPOTS in the Philadelphia market.

WCAU

50,000 WATTS ☆ CBS AFFILIATE
PHILADELPHIA'S LEADING RADIO INSTITUTION

The Philadelphia Bulletin Station

*Hooper
BMB
Pulse

VIDEO SOCIAL ASPECTS TOPIC AT BOSTON U.

TELEVISION was hailed as an incomparable instrument for improving social and international relations in a speech by James S. Powers of the Yankee Network, and chairman of a video clinic held at Boston U. on March 12.

Today's children can, with the aid of television, "learn more about the world by the time they are 10 than their grandfathers could learn in a lifetime," Mr. Powers said.

Philip Caldwell, chief of General Electric's transmitter sales division, also addressed the clinic, speaking on the development of television. Using non-technical language, he explained the operation of various types of video relay systems and described the setup of regional networks.

PRELIMINARY to launching of television operations of WBZ-WBZA Boston-Springfield this spring, buttons in recognition of lengthy service with the Westinghouse-owned stations were presented recently by WBZ Station Manager W. C. Swartley (second from l) to four veteran staff members.. Receiving 15-year buttons were (l to r) Robert S. Halloran, office manager and auditor; John F. McNamara, night news supervisor, and Malcolm McCormack, announcer, while Program Manager W. Gordon Swan (far r) was awarded a 20-year button.

A question and answer period followed the formal discussions. The audience of 300 included Boston U. students, teachers, agency representatives and the general public. Clinic was opened by Prof. Samuel Gould, head of the department of radio and television of the university's School of Public Relations.

AMERICA'S SMART SET IS EVEN SMARTER*

"ADMIRAL" Radio is in the forefront in design and hearing quality in fine radios . . and Admiral spots are in the forefront on WHHM.

Admiral dealers have found it pays off at the register to run spots on the station that's rated first in the nation among the independents.

MORE LISTENERS PER DOLLAR IN MEMPHIS

It's also an Admirable Quality when you find a radio station that's in the forefront with the listeners at low cost. That's why your Memphis budget should include . . .

WHHM

The Mid-South's only 24 hour station!
MEMPHIS, TENNESSEE

PATT McDONALD, general manager
FORJOE & CO., representatives

*ADMIRAL'S Smart Slogan

WCBM

(Continued from page 32)

Comrs. Robert F. Jones and George E. Sterling did not participate in either the 680-kc decision or the 1150-kc proceeding, in which Northwestern Ohio Broadcasting Corp. won a grant for a new station in Mr. Jones' home town, Lima. Comr. Jones had been a minority stockholder in the company before he was appointed Commissioner.

The owners of Northwestern Ohio, which has a Class B FM grant, are three Lima businessmen: George E. Hamilton (45.45%-plus), president; William L. Rickman and Robert W. Mack (27.27%-plus, each), vice president and secretary-treasurer, respectively.

In reaching its decision, FCC concluded the Lima applicant should be preferred because "Lima receives only three radio services whereas the City of Columbus receives a minimum of five unlimited time radio services, including the four network services. That a regional channel . . . is normally intended to serve a metropolitan district and that Sky Way Broadcasting Corp. would achieve a more efficient use of the frequency by serving a larger population day and night," FCC said, are "outweighed by the greater need in respect to radio broadcast service at Lima." The Dayton applicant, WOOP Inc., was found "technically unqualified."

Sky Way Broadcasting, FM conditional grantee for Columbus, is owned by 28 persons, none of whom has more than 8% interest. Gustav Hirsch, owner of an electrical construction engineering business, is president. Stockholders include a group of minority stockholders in applicants for Dayton and Elyria, Ohio. Among these are Ronald B. Woodyard, 47.2% owner of WIZE Springfield; Mr. Hirsch, Loren M. Berry, J. Frank Gallaher, and Roy W. Ammel.

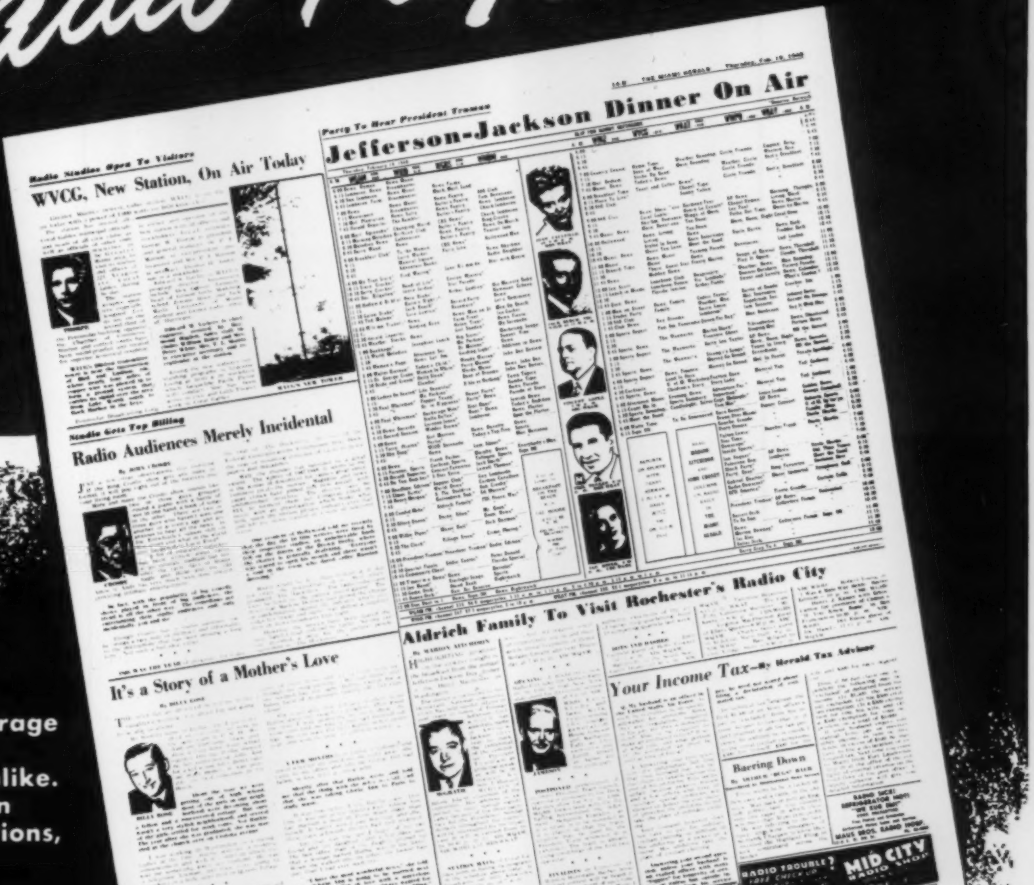
Work Started on Studios Of KTLN Denver Daytimer

WORK has started on studios for KTLN Denver on the mezzanine of the Park Lane Hotel. Alf M. Landon, former Kansas Governor and 1936 Republican Presidential nominee, was granted authority for the station after withdrawing an application some months ago for a station in Englewood, a Denver suburb.

Construction of a transmitter south of Denver for the 1,000-w, daytime station on 990 kc is to begin as soon as recent snows have melted, according to W. P. (Bill) Gillin, manager. Mr. Gillin formerly was with Englewood Radio & Recording Co., which also applied for an Englewood grant but subsequently withdrew its application.

THE NATION'S MOST DISCUSSED

Radio Page



10-D THE MIAMI HERALD Thursday, Feb. 19, 1948

Radio Studios Open To Visitors

WVCG, New Station, On Air Today

Party To Hear President Truman

Jefferson-Jackson Dinner On Air

Studio Gets Top Billing

Radio Audiences Merely Incidental

By JOHN CROSBY

Aldrich Family To Visit Rochester's Radio City

By MARION ATCHISON

It's a Story of a Mother's Love

Your Income Tax—By Herald Tax Advisor

Barring Down

Confound It! Mutt's a Nice Name

RADIO TROUBLE? FREE CHECK-UP

MID CITY RADIO SHOP

THE "SOMETHING NEW—CORAL GABLES" RADIO STATION IS...

WVCG

Plenty of Power — 1,000 Watts

1070 ON EVERY DIAL

PHONE 48-7411

YOU'VE A DATE ON YOUR DIAL AT 1070!

TODAY

"LISTEN ALL DAY"

are you embarrassed on friday mornings?

HENRY MORGAN

WQAM

American Broadcasting Company

● **The Miami Herald introduced paid radio station listings in the interest of better coverage and better service for readers and stations alike. Since this innovation in radio-newspaper relations, The Herald has . . .**

1. **Added the popular and informative John Crosby radio column.**
2. **Expanded its radio listings to include daily art.**
3. **Enlarged its local column of radio news and comment.**

Today only The Herald gives complete coverage of radio news in Metropolitan Miami, -- another significant service of Florida's Most Complete Newspaper.

The Miami Herald

JOHN S. KNIGHT, PUBLISHER ★ STORY, BROOKS & FINLEY, NAT'L. REPS.

Affiliated Station: WQAM, WQAM-FM - Miami's First Station

Bostonians don't listen to WFLA
but...

FLORIDIANS in the rich Tampa - St. Petersburg area continue to listen to WFLA more than any other station — according to the latest Hooper. Morning, afternoon and night WFLA leads in listeners in this growing market where expanding industry, agriculture and business keep buying power high and steady all year 'round!

5000 WATTS DAY AND NIGHT
NBC AFFILIATE
WFLA
The Tampa Tribune Station

National Representative
JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS
Jacksonville Fla

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Piedmont Shirt Co. Pleased With Results

EDITOR, BROADCASTING:

I wish to express the appreciation of myself and my company for the nice article concerning our recent adoption of radio as our main advertising medium.

As mentioned to Miss Small in our recent interview, we are extremely well pleased with the initial reaction and results being obtained on our national broadcast and our sponsorship of William L. Shirer and feel that we are pioneering in radio advertising with a degree of success which will enable us not only to maintain our present rate of expenditures but increase it considerably for the future.

Shepard Saltzman
President
Piedmont Shirt Co.
New York City

* * *

Reactions to Format Change Received

The following letters commenting on BROADCASTING's changes in dress have been received by the editors spontaneously and without solicitation. We appreciate the comments and regret that space limitations make it impossible to publish all such letters which have reached us.

EDITOR, BROADCASTING:

BROADCASTING'S new inside dress is a welcome recognition of the fact that 1948 is really here. Congratulations to all concerned in this notable improvement. . .

Gene Katz
The Katz Agency
New York

* * *

EDITOR, BROADCASTING:

One of life's minor tragedies is the fact that you always hear from people when something goes wrong.

. . . But never when things go fine, or better than ever.

All of which brings me to the point of this note.

It is simply to compliment you for BROADCASTING'S "new look." The magazine is infinitely more readable and more visually attractive than before.

My congratulations to you.

John Cowden
Promotion Service Director
CBS New York.

* * *

EDITOR, BROADCASTING:

Reading BROADCASTING each week is a must for all staff members here at KUGN. . . . To get caught without a copy is similar to forgetting to put on your pants in the morning.

Robert R. Whitely
Program Manager
KUGN Eugene, Ore.

* * *

EDITOR, BROADCASTING:

The new make-up on the book is really sharp . . .

All except those bleed pictures, which I can't get used to . . . Maybe it's because I'm afraid you're going to trim the fanny off some satchel-shaped VIP who stands too close to the edge of the page.

Charles W. Balthrope
KITE San Antonio, Tex.

EDITOR, BROADCASTING:

Just a few lines to congratulate you upon the "New Look" which I see in my magazine every week now.

Though a "break" from the recent BROADCASTING tradition, it is very attractive and highlights more colorfully, I think, the excellent coverage you give to the most pertinent and important radio news of the week in the front pages.

Don L. Kearney
National Sales Manager
Cooperative Program Dept.
MBS New York

* * *

EDITOR, BROADCASTING:

Congratulations on the wonderful job you are doing. . . .

Ed M. Anderson
President
WBBO Forest City, N. C.

* * *

EDITOR, BROADCASTING:

. . . I want to compliment you on the makeup changes you are carrying out. It probably does not suit you yet (and if you are like me about this radio station it never will) but I know that somebody is sweating over that composition, and you are showing constant improvement. . . .

David Carpenter
General Manager
WCON Atlanta, Ga.

* * *

EDITOR, BROADCASTING:

I don't know who the guy is who is changing the format now but I heartily agree with him. The only negative suggestion I have is that you are going to have a hell of a lot of grief with those bleed photographs—but maybe not.

Howard J. London
Radio Director
National Federation
For Infantile Paralysis
New York

* * *

EDITOR, BROADCASTING:

This new makeup of yours really looks swell. I find it very readable, too. Congratulations!

Charles A. Batson
NAB Washington, D. C.

* * *

EDITOR, BROADCASTING:

I'm not sure whether I like your new format but I'll give it a fair trial. . .

Edgar Kobak
President
Mutual Broadcasting System

* * *

EDITOR, BROADCASTING:

. . . We also like the new typography and layout in BROADCASTING weekly—sort of freshens up the appearance and makes for easier reading.

Leo M. Fremont
Promotion Director
KFEL Denver

EDITOR, BROADCASTING:

Just a note to let you know that each weekly issue of BROADCASTING is received by our entire staff with open arms. . . . Congratulations on a swell publication that's a decided service to the entire industry.

Del Hester
Program Director
WPAG Ann Arbor, Mich.

* * *

EDITOR, BROADCASTING:

Let me add my congratulations to the words I am sure you have received for the new BROADCASTING format.

In my opinion it is a great improvement, much easier read and should even make advertising more productive.

While it might seem a minor thing to you, I have found the classified section much easier to read, eliminating the necessity of reading two or three full pages in order to hire an announcer.

Phil Hoffman
Vice President
KRNT Des Moines.

* * *

EDITOR, BROADCASTING:

. . . You really have put into effect some splendid new features in the last few months and we appreciate them very much. Congratulations on the rapid strides BROADCASTING has consistently made.

John G. Ballard
Dir., National Sales and Adv.
Nunn Stations, Lexington

* * *

EDITOR, BROADCASTING:

Just a note to compliment you on the type face and format of BROADCASTING these days.

Always pleasant reading, it now becomes even more attractive to the eye.

Lee Fondren
National Sales Manager
KLZ Denver

* * *

EDITOR, BROADCASTING:

Just a line to compliment you upon the improvement in the layout of BROADCASTING during the past few weeks. The old girl has certainly had her face lifted which is undoubtedly a good idea every so often. Your new set-up is very readable and I like the way you are handling the headings for each story.

Clair R. McCollough
President
WGAL Lancaster, Pa.

* * *

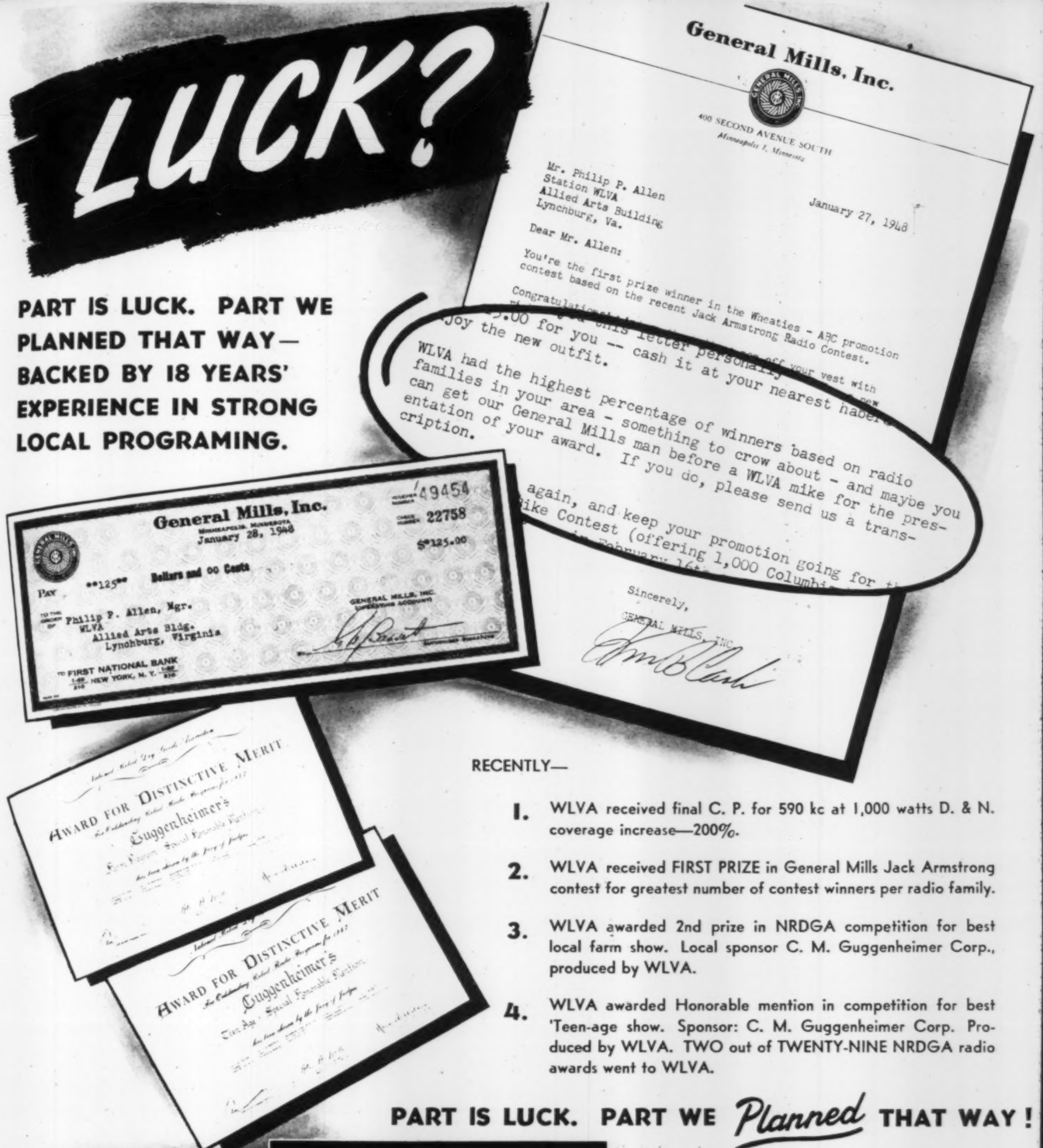
EDITOR, BROADCASTING:

Congratulations on your new heads and the classification of your

(Continued on page 90)

LUCK?

PART IS LUCK. PART WE PLANNED THAT WAY—BACKED BY 18 YEARS' EXPERIENCE IN STRONG LOCAL PROGRAMING.



General Mills, Inc.
400 SECOND AVENUE SOUTH
Minneapolis 1, Minnesota

Mr. Philip P. Allen
Station WLVA
Allied Arts Building
Lynchburg, Va.

January 27, 1948

Dear Mr. Allen:

You're the first prize winner in the Wheaties - ABC promotion contest based on the recent Jack Armstrong Radio Contest.

Congratulations! [illegible] this letter personally [illegible] off your vest with [illegible].00 for you -- cash it at your nearest haber[illegible] new [illegible]joy the new outfit.

WLVA had the highest percentage of winners based on radio families in your area - something to crow about - and maybe you can get our General Mills man before a WLVA mike for the presentation of your award. If you do, please send us a transcription.

[illegible] again, and keep your promotion going for th[illegible] [illegible]ike Contest (offering 1,000 Columbi[illegible] [illegible] February 16t[illegible]

Sincerely,

GENERAL MILLS, INC.

General Mills, Inc.
Minneapolis, Minnesota
January 28, 1948

49454
22758
$**125.00

PAY **125** Dollars and 00 Cents

TO THE ORDER OF Philip P. Allen, Mgr.
WLVA
Allied Arts Bldg.
Lynchburg, Virginia

GENERAL MILLS, INC.

TO FIRST NATIONAL BANK
NEW YORK, N. Y.

AWARD FOR DISTINCTIVE MERIT
Guggenheimer's

AWARD FOR DISTINCTIVE MERIT
Guggenheimer's

RECENTLY—

1. WLVA received final C. P. for 590 kc at 1,000 watts D. & N. coverage increase—200%.
2. WLVA received FIRST PRIZE in General Mills Jack Armstrong contest for greatest number of contest winners per radio family.
3. WLVA awarded 2nd prize in NRDGA competition for best local farm show. Local sponsor C. M. Guggenheimer Corp., produced by WLVA.
4. WLVA awarded Honorable mention in competition for best 'Teen-age show. Sponsor: C. M. Guggenheimer Corp. Produced by WLVA. TWO out of TWENTY-NINE NRDGA radio awards went to WLVA.

PART IS LUCK. PART WE *Planned* THAT WAY!

Soon
590 KC—1000 Watts

A B C Network

WLVA

WLVA—FM—Full Power 97.5 MCS

LYNCHBURG, VIRGINIA

Philip P. Allen, Gen. Mgr.   Call 3030 Collect

EXECUTIVES of James M. Cox stations discuss television at recent strategy meeting. Seated (l to r): Robert Moody, general manager, WHIO Dayton, Ohio; James M. LeGate, general manager, WIOD Miami, Fla.; J. Leonard Reinsch, managing director of Cox stations; James M. Cox Jr., and John Outler, general manager, WSB Atlanta. Standing (l to r): Milton Scott, chief engineer, WIOD; Robert Fidlar, commercial manager, WIOD; Ernest Adams, chief engineer, WHIO; C. F. Daugherty, chief engineer, WSB; Anna Mae Buskee, secretary to Mr. Reinsch; Frank Gaither, commercial manager, WSB; M. K. Toalson, production manager, WSB; Robert Holbrook, assistant chief engineer, WSB, and Marcus Bartlett, program manager, WSB.

Management

HARRY GOLUB, former Los Angeles and New York showman and producer, has been appointed director of television for KDYL Salt Lake City. KDYL's experimental television station, W6XIS, will officially begin regularly scheduled experimental telecasts April 19, according to **S. S. FOX**, president and general manager. Tests patterns are scheduled to begin today (March 22). Mr. Golub is veteran of 30 years in show business, during which time he has been with motion picture and legitimate stage enterprises and production of musical comedies.

RAY D. WILLIAMS, former radio director of Prater Adv., St. Louis, Mo., has been appointed station manager of WJHL and WJHL-FM Johnson City, Tenn. Mr. Williams previously was assistant radio director of Anfenger Adv., St. Louis, and prior to that was commercial manager of WJMS Ironwood, Mich.

CECIL WOODLAND, former commercial manager of WSNY Schenectady, has been appointed general manager of WCSS Amsterdam, N. Y. WCSS plans to begin operations March 29.

MAXEY E. STONE has been appointed general manager of WSVS Crewe, Va., succeeding **BILL WILLIS**, who resigned to join news staff of WRVA Richmond. Mr. Stone is local businessman and this is his first venture in radio management field.

HENRY LADNER, assistant NBC general counsel, has been promoted to assistant to **JOHN H. MacDONALD**, administrative vice president, effective March 15.

RICHARD CARLSON, former program director of WAVZ New Haven, Conn., has been appointed executive assistant to president of WLCR Torrington, Conn.

PHILIP G. LASKY, vice president and general manager of Associated Broadcasters Inc., owner of KSFO San Francisco, has been appointed to Electronics Section of San Francisco Chamber of Commerce.

NORMAN OSTBY, assistant to **DON SEARLE**, ABC vice president in charge of Western Division, is in San Francisco where he will represent network in first annual meeting of Western Regional Radio Conference at Marine's Memorial Club. He returns tomorrow (March 23).

PHILLY TV BIDS

Gimbel's, 'Daily News' Vie at Hearing

THE WEALTH of Gimbel's Inc., parent organization of the multi-million-dollar department store chain, will be mobilized behind its Pennsylvania Broadcasting Co., if the latter is given the one remaining television channel in the Philadelphia area.

This promise climaxed two days of FCC hearings (March 11 and 12) in Philadelphia in the contest between Pennsylvania Broadcasting Co., operator of WIP, and the Daily News Television Co., the latter a combination of Philadelphia's tabloid *Daily News* and the independent WIBG Philadelphia.

Testifying before FCC examiner Judge J. Fred Johnson, Arthur Kaufman, a director of Pennsylvania Broadcasting, executive head of Gimbel's Philadelphia and vice president of Gimbel's Inc., reported the Gimbel organization would make one million dollars available to Pennsylvania Broadcasting if it should be given the video license. He added that if such a sum should prove inadequate, even more would be made available.

On cross-examination by William A. Roberts, of Roberts and McGinnis, attorneys for Daily News Television, Mr. Kaufman emphasized that not only would such funds be advanced but that the broadcasting affiliate had never been turned down in its requests for funds.

Earlier in the hearing, Benedict Gimbel, president of Pennsylvania Broadcasting, testified that if his organization were given the license, it was prepared to operate without a profit or even without commercial revenue for some time.

The hearing raised the question of whether a newspaper should be given a TV license in order to compete with other newspapers in the same area already holding such permits, and the further question of whether an exceptional AM record is a proper basis on which to award an applicant a TV license.

The *Daily News* stressed the importance of television rights in its competitive position with the *Philadelphia Inquirer*, operator of WFIL-TV, and the *Philadelphia Bulletin*, operator of WCAU-TV. WIP stressed its past AM record.

Lead-Off Witness

Lemuel B. Schofield, director and general counsel of the *Daily News* and a prominent Philadelphia lawyer, was lead-off witness for the *Daily News*. The *Daily News* bid also was bolstered by the claim of D. R. McCullough, the tabloid's editor, that a newspaper association with a television station gave the latter advantages in operation, particularly in news and picture coverage.

Another witness for the *Daily News*-WIBG side was Lawrence Phillips, director of DuMont Television Network. He, too, expressed the view that a video station with a newspaper affiliation had an advantage in covering news.

Many executives from other stations attended the hearings. They heard 13 witnesses for the *Daily News* and WIBG combine, including Paul Harron, president of Seaboard Broadcasting Co., operator of WIBG, and John B. Kelly, chairman of its board.

In addition to Judge Johnson, FCC was represented by William H. Bauer, head attorney. Appearances for Pennsylvania Broadcasting were entered by D. M. Patrick, Joseph J. O'Brien, and A. A. Miller, while lawyers for the *Daily News*-WIBG were Mr. Roberts and Thad Brown Jr., of Washington, and John Morgan Davis, attorney for Seaboard.

WEMP

NEW TOWER

More *Effective* Power

New tower and transmitter now completed. 465 foot and 300 foot ground system provides 100% increased coverage.

Listeners hail improvement to WEMP service area.

BASIC ABC

Radio's Best In Milwaukee

WEMP A.M.

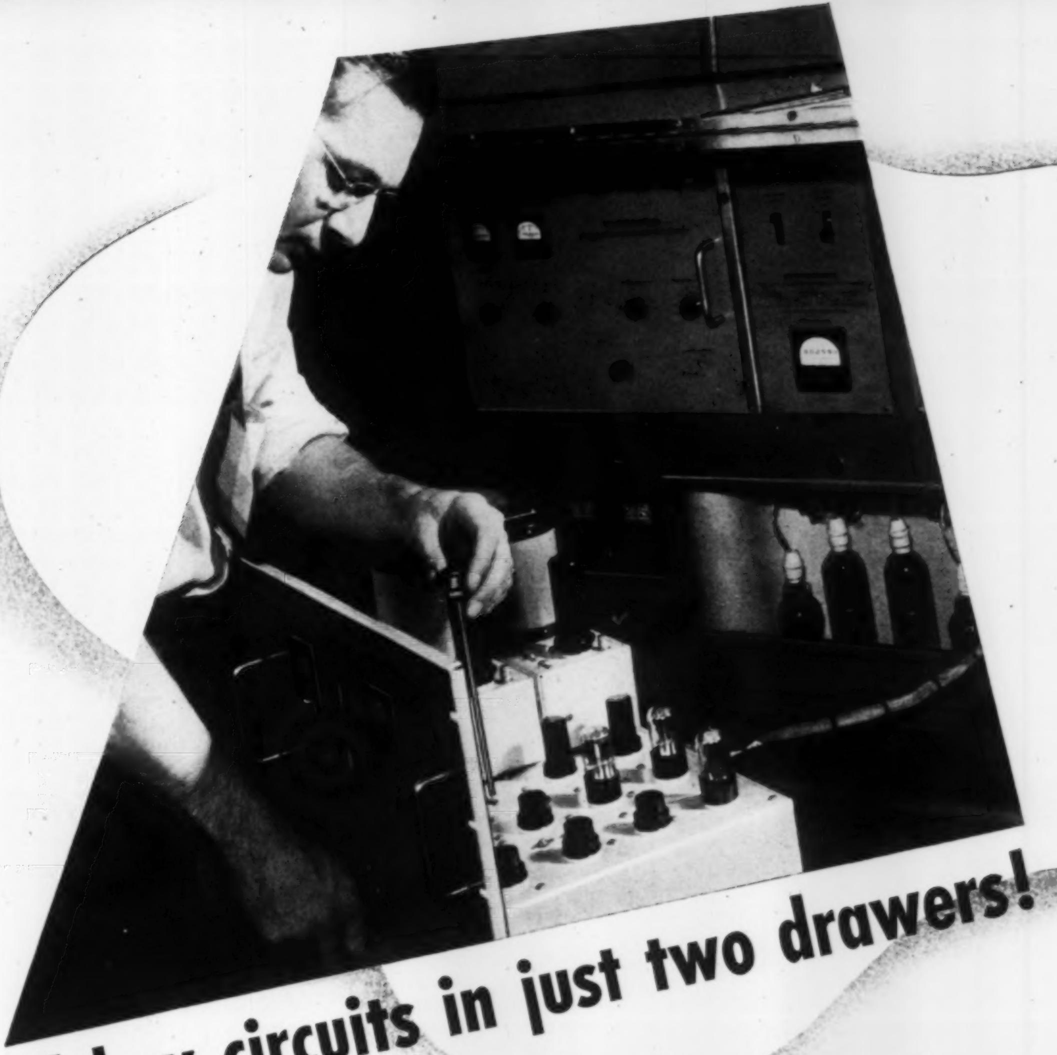
WEMP F.M.*

Avery Knodel Inc.
National Representatives

** 35,000 Effective Radiated Power beginning April 15, 1948*

Kenneth M. Cumming

KENNETH M. CUMMING, 54, radio engineer in charge of RCA communications in New Brunswick, N. J. since the first of the year, died March 13 in Plainfield, N. J. Mr. Cummings joined RCA in 1919.



all key circuits in just two drawers!

. . . in the NEW Westinghouse 10 Kw FM Transmitter

Mr. G B Saviers can help you in the Central Area . . . Wherever you are, there is a Westinghouse transmitter salesman to serve you. And he is as close as your telephone. Assisting him in the Central Area (Pa., O., Ky., Mich. and northern sections of West Va.) is Mr. G. B. Saviers, one of several Westinghouse sales engineers, ready to tackle your broadcast problems . . . from planning to operation. His 11 years of experience with WCAE and KDKA, and as assistant chief engineer of all Westinghouse radio stations, make him particularly well qualified for this work.

and this service can help you anywhere! It's the fastest service in the broadcast industry, with Westinghouse field service engineers backed by 35 repair plants and 17 parts warehouses. It's on 24-hour call everywhere in the United States for emergency service.

No other transmitter gives you the important benefit of all key circuits in just two drawers*. It's exclusive with Westinghouse and it offers you these advantages:

- your transmitter won't become obsolete . . . important FM developments are added to your unit by a simple drawer replacement.
- you stay on the air . . . while one unit is being serviced, a stand-by can be slipped readily into place.
- maintenance and inspection are easier . . . plug-in cables are long enough to permit inspection while the chassis is in operation.
- tube selection is unnecessary . . . any tube that registers "good" will work in the Westinghouse-developed "pulse-counting" center frequency control circuit*.

These and other refinements—found only in Westinghouse FM transmitters—are the important little things that forestall obsolescence and protect your investment . . . that cut your installation costs, simplify maintenance and keep you on the air.

Get the full story on the way these transmitter extras can mean money in your pocket. Ask your nearby Westinghouse office or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

*One generates the FM carrier and adds the audio; the other contains the "pulse-counting" center frequency control.

Here are more of these advantages!

- **replace tubes in a matter of seconds**
- **easiest in the industry to inspect and service**
- **"finger-tip" reach for all tubes from the FRONT of transmitter**
- **only one control to adjust output power**
- **entire unit in only 3 cubicles cuts installation costs**

J-02146

Westinghouse
PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

See the 10-kw FM transmitter at our exhibit in booths 62-69, Main Floor, at the I.R.E. Convention, New York, March 22-25

. . . over
five million
people
listen to
one station
every week

KNX

Los Angeles • 50,000 Watts

COLUMBIA OWNED Represented by RADIO SALES, Radio Stations Representative . . . A Division of CBS–New York, Chicago, Los Angeles, Detroit, San Francisco, Memphis.

Editorial

AS-CArP

ONE DOES NOT expect a society of musical composers and publishers whose business is harmony, however close, to give voice to the dissonant croaks of a fish wife who finds a new competitor peddling the same kind of mackerel in an adjacent stall. It is that kind of surprising yelp, however, that ASCAP has emitted, now that the federal government has accused it of running a cartel.

ASCAP, still peddling the same old fish story, is howling that there's nothing wrong with its pitch or product, but just look next door where a monopoly—oh, whisper the evil word—has suddenly sprung to life under the guise of BMI.

In its answer to the federal anti-trust suit (see story this issue), ASCAP whines that it is confronted "by the tacit threat that, if it shall at any time refuse to bow to the will of the broadcasters, the radio industry could once more shut ASCAP's music off the air and utilize BMI in the same monopolistic manner as was done in 1941."

Perhaps slight translation of this ASCAP allegation is needed. In 1940-41, it might be recalled, broadcasters quit using ASCAP tunes because ASCAP demanded new fees about twice as heavy as those prevailing previously.

A similar situation would occur again only if ASCAP decided to hoist its rates still higher. The contracts between broadcasters and the society are automatically renewable after Dec. 31, 1948, until Dec. 31, 1958—unless ASCAP asks for rate increases in the renewal period.

Its new fish wife's croak ill becomes ASCAP. If, indeed, it is getting competition from the next stall now, so much the better for the customer. If ASCAP wants to raise its price of carp, it can watch the buyers flocking to the next stall where the fish are just as tasty and their prices are at a level people can afford.

Fax Facts

THE OUTLOOK for facsimile has never been brighter. After three days of FCC hearings which produced singularly little controversy (see story this issue), the new service appears destined to receive an early blessing for operation on a commercial basis.

Its development will be evolutionary, not revolutionary. That production bugaboo with which other branches of the radio art are so familiar must be overcome. The public must be sold. Programming techniques must be perfected. But these are obstacles which can and will be hurdled.

The important point is that facsimile get the green light. In commercial status it can begin, at last, to contribute to its own development.

Of no less importance, perhaps, will be its contribution to the growth of FM sound broadcasting. Broadcasters have not yet found much black ink in FM. Facsimile advertising, even though the returns will be limited at first, will help there, in addition to widening the FM audiences. With the rapid strides that television is making in the major markets, this may be a vital contribution by the now swaddling facsimile art.

TV—Going Up?

ONE WHIFF of the Washington atmosphere tells you unmistakably that the FCC is behind another eight-ball—one marked TV. And the broadcasters too?

The TV stampede has the FCC smothered. In virtually every major market there are more applications than available assignments. Certain of the applications are of the "strike" class, a procedural device which automatically throws all applicants into hearings. Others would not have been filed except for the fear that the hat is being passed around for the last time in the foreseeable future.

The FCC must consider opening of the "upstairs" band for commercial television. Within the next few months something tangible must be done.

There are many imponderables. Little is known about propagation in the 500 mc range. Applications for commercial use of the band haven't been filed, because there are no commercial standards, and in fact, no known usable equipment. It's up to manufacturers and prospective broadcasters to acquire the know-how; not the FCC. The FCC, in devising the low-band allocations, made it abundantly clear that the structure was inadequate and temporary and that there were not sufficient assignments available for nationwide competitive service.

Opening of the 500 mc band for commercial TV probably would alleviate the pressure for licenses even though the band is not immediately usable. Aspirants not yet financially heeled probably would be willing to wait. The art could develop gradually and normally, as did AM. The public would be protected on reasonable amortization of its investment in lower band receivers. First things would come first.

In fairness to the FCC, it must be recalled that when the present allocations were devised, it was generally felt they would hold for at least ten years, allowing for gradual development of the upper band, and normal depreciation of investment of both public and telecaster. The flash-flood of TV applications these last few months has inundated that time-table.

This perplexing allocations problem challenges the wisdom of seven Solomons.

Red-Headed

LET'S scan a few of the headlines.

President Truman lashes out against Hank Wallace and his Communistic supporters in his first out-and-out campaign thrust.

The FCC grants television permits to Dispatch Inc. in Erie and Picture Waves Inc. in Columbus. Edward Lamb, attorney and licensee of WTOD Toledo, whose ideologies have been questioned, and who master-minded the CIO portal-to-portal cases, is president of one and substantial stockholder of the other. (And FCC also granted Lamb-connected operations two FM stations in Springfield and Mansfield, O.).

The FCC is pondering punitive action against G. A. (Dick) Richards, chief owner of WJR, WGAR and KMPC—all 50,000-watters—because of alleged dictation of the editorial lines pursued by his newsmen at KMPC.

The FCC last week reversed Commissioner Robert F. Jones, who, as motions commissioner denied a petition of UAW-CIO, Detroit to go after the facilities sought by WCAR in Pontiac, Mich. The reversal came the same day WCAR's hearing had been scheduled to start.

Just a few headlines, that's all.

Our Respects To—

HOWARD SIDNEY MEIGHAN

HOWARD SIDNEY MEIGHAN is a man who has always delighted in bringing together people with ideas and people with money, to use his own words. Self-indulgence in this direction in the years since he entered Columbia U. in 1924 has brought him together with such varied people and institutions as Rodgers and Hart, a Russian rugmaker named Victor Victor, J. Walter Thompson Co., and the Columbia Broadcasting System, of which he is a vice president and general executive.

A veteran of 20 years in and around radio Mr. Meighan may well be one of the first men who declared authoritatively that radio was here to stay. This was in 1929, a period when the permanency of nothing seemed certain. He reached this conclusion while preparing for the J. Walter Thompson agency, his first employer, a comparative analysis of broadcasting and commercial movies.

Mr. Meighan went to J. Walter Thompson Co. from the Columbia class of '28. Behind him were law studies and a brief undergraduate triumph in the first Rodgers and Hart musical comedy, "Half-Moon Inn." Young Howard, who already had reached his full height of 6 feet 4 inches but weighed only 155 pounds, did a song-and-dance routine with a short man. "They loved us in Buffalo, Rochester, and Pittsburgh," he recalls.

He was thus a well-rounded if angular youth, when he entered the agency, eager to apply himself to commercial art. He was assigned instead to an apprenticeship in the card index section. In no time at all he was promoted to doorbell-pushing—taking part in a house-to-house canvass on behalf of Lux Soap Flakes. Mr. Meighan was very conscientious about this, and says he has scars on his foot to prove it.

"It taught me a great deal about how people live," he says. The lessons learned then were to be applied years later at CBS in "mood sequence" programming. Among them was the theory that the tempo of soap operas should be very slow in the morning, accelerating into the afternoon with the pace of the housewife's day.

It was soon after learning about life and Lux that Mr. Meighan wrote the early report on radio mentioned above. When in due course J. Walter Thompson established the first agency radio department, he was one of its leading spirits. He was also active in formulating the first American Assn. of Advertising Agencies contract with the NAB, and was

(Continued on page 52)

SALES MESSAGES ARE LIKE SEEDS . . .

> "And some fell among thorns: and the thorns sprang up, and choked them. But others fell into good ground, and brought forth fruit, some an hundredfold . . . "

RADIO TIME BUYERS sow the "seeds of sell" up and down the land. The fruit of that sowing depends upon the fertility of the ground . . . in this case, the receptivity of a particular audience to a selling message.

Here at WSAI, a sales message is not something to be grafted to a program. Our programming is built to sell products . . . to produce PURPOSEFUL TUNE-IN by the people who buy those products. We believe this purposeful tune-in is the radio equivalent of the paid subscription in printed media . . . that it produces the most sales for the advertising dollar.

Cincinnati time buyers *know this* . . . . . that's why WSAI CARRIES MORE DEPARTMENT STORE ADVERTISING THAN ALL OTHER CINCINNATI STATIONS COMBINED!

CINCINNATI

WSAI

A·B·C

A MARSHALL FIELD STATION REPRESENTED BY AVERY-KNODEL

The Swing is to WHB in Kansas City

SOON

WHB

10,000 WATTS IN KANSAS CITY

DON DAVIS
PRESIDENT

JOHN T. SCHILLING
GENERAL MANAGER

Represented by
JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES
• 5,000 WATTS NIGHT

Respects

(Continued from page 50)

tapped again later when the contract was re-drafted.

Mr. Meighan left J. Walter Thompson after two years to become vice president and general manager of Scott Howe Bowen. His successor at the Thompson agency was Linnea Nelson, who had been his assistant as chief timebuyer.

At Bowen Mr. Meighan was credited with having closed the first exclusive station representation contract in radio. By this time he was building a reputation as a prodigious traveler as well as a phenomenal salesman. The firm represented stations all over the U. S. and Mr. Meighan felt obliged to visit each of them as often as possible.

The game of cross-country badminton with himself as shuttlecock told on him presently. He was hurrying to keep a date at the Waldorf-Astoria in New York one day in the spring of 1934 when he collapsed within sight of his goal. As he sometimes remembers it, when he regained consciousness he was heading the radio department for a rather fabulous advertising figure named J. Sterling Getchell. Actually, his dramatic fade-out at the Waldorf was followed first by a restful interlude in Bermuda, where his doctor sent him.

He left J. Sterling Getchell after about six months for a post as account executive with CBS Radio Sales. Five years later he was named eastern sales manager of Radio Sales, and in August 1945 was appointed vice president in charge of station administration, which includes supervision of Columbia's owned-and-operated stations. In January 1948 Mr. Meighan was elevated to his present post and became a general executive of CBS.

Although this job involves scrutiny of a great many other departments of the network, he has retained his early interest in sales and in arranging happy meetings of "people with money and people with ideas," or with merchandise, or salable services. Currently he is devoting much time to development of a television sales force for CBS.

In spite of the increasing pressure of his network duties, he still keeps fingers in a number of wildly-varied extracurricular pies.

Supports Others

For many years Mr. Meighan has acted as middleman for inventive but non-commercial geniuses with great ideas but no money to back them. One of the inventors he steered in the direction of capital was Victor Victor, the redundant Russian mentioned in the opening paragraph, who had devised a method of producing loomless rugs. Mr. Meighan—or "One-Percent" Meighan as he is known in inventive circles—owns a piece of that patent, and also a share of the rights to a patented hatband described merely as revolutionary.

The son of a doctor, Mr. Meighan always has had a keen interest in medical science. He reads widely in that field and has been known to astonish luncheon companions with fragments of medical lore tossed off between courses.

Politics has been a hobby of his for some years. For eight years he was acting mayor of Mamaroneck, N. Y., where he was born in 1906, and is still active in Young Republican affairs there.

He was married seven years ago to the former Maryelaine Pryor, of Scarsdale, N. Y. The Meighans and their young daughters, two-and-a-half-year-old Melissa and five-and-a-half-year-old Deborah make their home in Mamaroneck, where there have been Meighans since 1725.

Mr. Meighan is a member of the Larchmont Yacht Club, the Yale Club and Delta Kappa Epsilon. He is also a director of the Knickerbocker Savings and Loan Assn., an activity which provides further exercise for his theories about people with money and people with ideas.

EYE APPEAL as well as LISTENER INTEREST

FOR YOUR STATION

Radio Albums individually planned for your station have tremendous listener appeal . . cement listener support.

No Cost to you . . . no cost to your listeners. The American plan guarantees free, postpaid distribution of thousands of albums throughout your broadcasting area.

Exclusive rights — American albums are available to only one station in each city.

Proven effective — Our personnel has had almost 10 years experience in the design, production, sales and distribution of Radio Picture Albums utilized by nearly 200 stations from coast to coast. These albums attract new station accounts, increase station revenue.

Finest available — American albums are individually designed, and beautifully executed — the finest available.

Write, wire or phone — Full information gladly sent without cost or obligation to you.

Act today — write, wire or phone for complete details. No obligation.
Phone 4-9180

American
RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois

Clifford E. McFadden

CLIFFORD E. McFADDEN, 41, supervisor of production and traffic for J. M. Mathes Inc., New York, died suddenly March 15 in his office. Mr. McFadden, who joined the agency in 1938, lived in Ridgefield, Conn.

Technical

CHARLES W. ROBINSON, member of engineering department of WCAU Philadelphia, has been promoted to supervisor in television section. Mr. Robinson, working under **ROBIN COMPTON**, television engineer of WCAU-TV, will supervise TV studio and field operations.

WILLIAM H. MURPHREE, veteran in engineering field, has been appointed director of engineering of WABB and WABB-FM Mobile, Ala., which will begin operations soon. Mr. Murphree was employed at WALA and WKRG both in Mobile, and in office of Army's Chief signal officer, Washington during the war. Later he developed school for radio repairmen at Brookley Field, Ala. In 1943 Mr. Murphree became a field engineer in electronics for Raytheon Mfg. Co.

Mr. Murphree

CALVERT C. APPLEGATE has joined KOCO Salem, Ore., as chief engineer, succeeding **DWIGHT LOOMIS**.

EDGAR H. FELIX, former director of station relations for Radio Inventions Inc., has been appointed to take charge of transmitter division in Washington office of DuMont television. Mr. Felix joined Radio Inventions after his discharge from U. S. Army in 1946 as lieutenant-colonel.

OTIS S. FREEMAN, former chief operating engineer of WABD (TV) New York, has joined engineering staff of WPIX(TV) New York. **WILLIAM SLOAT**, who has been with WPIX since February, has been named assistant for engineering. WPIX expects to begin operations June 15.

PAUL A. HURD, former chief engineer of WDEV Waterbury, Vt., and WCCM Lawrence, Mass., has joined WHAV Haverhill, Mass., as chief engineer.

DEAN H. ELLIOTT, formerly with KVOR Colorado Springs, and KSRO Santa Rosa, Calif., has joined KGFN Grass Valley, Calif., as chief engineer.

VIC BOCHENCKO, Noblitt-Sparks design engineer, has joined technical staff of WCSI(FM) Columbus, Ind., as part-time engineer.

THEODORE R. LeVAN, formerly with Winged Cargo Inc., has joined engineering staff of KYW Philadelphia, as operator.

RADIO-MUSIC Corp., Port Chester, N. Y., has developed new series of Type 115 Amplifiers for broadcast monitoring and recording studios. Unit, built to FM broadcast standards for low distortion, hum level, and other broadcasting requirements, is equipped with new aural control and gain control.

CHNS

HALIFAX NOVA SCOTIA

THE
SIGNBOARD
OF
SELLING POWER
IN THE
MARITIME PROVINCES
ASK
JOS. WEED & CO.
350 Madison Ave., New York
He Has the Reasons Why!

THE VOICE OF AMERICA

Voice of America!...

... ON audiodiscs*

The Voice of America gives to other nations a full and fair picture of American life, aims and policies, plus factual news of the world and the United States.

Broadcast in twenty-three languages, these programs blanket Europe, Latin America and the Far East, with a potential radio audience of more than 150,000,000 persons.

Of the thirty-two hours of daily broadcast, approximately one-fourth of the time is devoted to news, one-half to additional comment and informational programs, and the remainder to music and entertainment.

A substantial part of these daily programs is recorded and, due to the excellent quality of these transcriptions, such recorded portions cannot be distinguished from the *live* transmissions.

Today, as from the beginning, the recorded parts of these broadcasts are on AUDIODISCS.

AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N.Y.

Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N. Y.

Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris

*REG. U. S. PAT. OFF.

THEY SPEAK FOR THEMSELVES

they speak for themselves **audiodiscs**

In Oklahoma City
KOMA
50,000 WATTS
Joe Bernard—Gen. Manager
Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVES

INVEST YOUR AD DOLLAR
WCKY s-ly
L. B. Wilson
WCKY
50,000 WATTS OF SALES POWER
★ ★ ★

McGEE DEGREE

Radio Acceptance Poll Rates College Honor

JIM and Marian Jordan—Fibber McGee and Molly of long-standing radio fame—will receive honorary degrees April 15 for their "outstanding good taste and all-round family acceptability." The degrees (doctors of law) will be conferred by St. Joseph's of Indiana at Collegeville, Ind., tabulation headquarters of the Radio Acceptance Poll which terminates next month.

While the honors will be based in part upon their RAP showing to date, they will be extended chiefly in recognition of the "good taste" which has characterized the couple's 30 years of entertainment, according to the Very Rev. Henry A. Lucks, St. Joseph's president.

Simultaneously, RAP headquarters announced the Fibber McGee and Molly show as the "most acceptable" from a good taste standpoint after 20 weeks of balloting. No details for that week were disclosed. Cumulative ratings based on 19 weeks of balloting (up to and including Feb. 21) showed programs and individual performers ranked in the following order:

Most Acceptable Programs—Fibber McGee & Molly, Henry Morgan, Jack Benny, Burns and Allen, and Red Skelton.

Most Acceptable Performers—Molly, Harlow Wilcox, Fibber (of the same show), Dennis Day and Don Wilson (Jack Benny program).

Least Acceptable Programs—Bob Hope and Jim Backus shows.

Least Acceptable Performers—Elliot Lewis (of *Fitch Bandwagon*) and Vera Vague (Hope show).

College-student monitors also took the *Fitch Bandwagon* to task for its "barely acceptable" program of Feb. 15 which brought such ballot-sheet comments as "bad taste for radio . . . definitely not suitable for children listeners . . ." Reference was made to one instance in the script which utilized a questionable play on words.

WILSON IS INDUSTRIES ADVISORY GROUP HEAD

CHARLES E. WILSON, president of General Electric, has been named chairman of the newly-former Industries Advisory Committee of the Advertising Council, whose function is the extension of public service advertising programs.

Mr. Wilson

Donald David, dean of Harvard U.'s Graduate School of Business Administration, is vice chairman of the committee, which includes the following business leaders:

S. C. Allyn, president, National Cash Register Co.; Bromwell Ault, vice president, Interchemical Corp.; Edward G. Budd Jr., president, Budd Co.; Harry A. Bullis, board chairman, General Mills Inc.; F. M. Folsom, executive vice president and director, RCA Victor; Clarence Francis, board chairman, General Foods; Thomas J. Hargrave, president, Eastman Kodak Co.; Paul G. Hoffman, president, Studebaker Corp.; William E. Levis, board chairman, Owens-Illinois Glass Co.; Neil H. McElroy, vice president, Procter & Gamble Co.; J. J. Nance, president, Hotpoint Inc.; C. R. Palmer, president, Cluett, Peabody & Co. Inc.; Charles S. Payson, president, Refined Syrups & Sugars Inc.; Faris R. Russell, board chairman, Ward Baking Co.; Rudolph J. Schaefer, president, F. & M. Shaefer Brewing Co.; J. P. Spang, Jr., president, Gillette Safety Razor Co.; Reese H. Taylor, president, Union Oil Co. of California; Sidney J. Weinberg, partner, Goldman, Sachs & Co.; George B. Wells, president, American Optical Co.; H. Fred Willkie, vice president, Joseph E. Seagram & Sons.

WLVA Wins Prize

FIRST PRIZE for stations in the General Mills - Admiral Radio "Name a Bike" contest, conducted on ABC's *Jack Armstrong*, was awarded to WLVA Lynchburg, Va., in a special broadcast March 4. WLVA took first place by having more winners per radio family than any other station over which the program is aired. E. H. Welborn, representative of General Mills, presented a check for $125 to Philip P. Allen, WLVA general manager, during the broadcast. Mr. Allen, in turn, presented the check to Walter C. Chapman, executive director for Virginia Society for Crippled Children. The money will be used in the society's annual Easter Seal sale for funds to carry on its work, Mr. Chapman stated.

'Passing Parade'

JOHN NESBITT'S *Passing Parade*, which started as a Mutual co-op on Feb. 2, has been sold thus far to 67 stations, the network said last week. Before the end of March more than 100 local advertisers will be participating in the show, according to Bert Hauser, MBS director of co-ops.

Commercial

HERBERT J. PETERSON, formerly with sales staff of WMMJ Peoria, Ill., has been appointed sales manager of WGIL Galesburg, Ill., succeeding **LEE KRAMER,** resigned.

THOMAS B. PRICE, sales manager of WWSW Pittsburgh, has resigned effective April 1 to join WBVP Beaver Falls, Pa., as sales manager. Mr. Price has been with WWSW since 1931 and was named sales manager in 1941. He has been active in Pittsburgh radio circles as a director of Pittsburgh Radio and Television Club, Pittsburgh Assn. of Manufacturers' Representatives, and member of Pittsburgh Ad Club.

Mr. Price

JOHN W. BROOKE, former eastern spot sales manager for ABC, has transferred to network's eastern sales staff as account executive specializing in television. Mr. Brooke joined ABC spot sales in 1943. Previously he was in Detroit office of Edward Petry & Co.

ARABY GILMORE, former assistant to CBS director of station administration, has joined advertising and sales promotion department of CBS Radio Sales. Miss Gilmore replaces **H. GRANT THEIS,** who has joined sales department of WTOP Washington.

RICHARD M. SCHEELE, formerly in radio department of Biow Co., Los Angeles, has joined KTOP Topeka, as assistant commercial manager.

NORMAN McKINSTRY, former announcer, has joined WLAM Lewiston-Auburn, Me., as traffic manager. He succeeds **ERNIE SAUNDERS.**

PHILIP LEWIS, former salesman with California Packing Sales Corp., Minneapolis, has joined sales staff of WCCO Minneapolis. Graduate of U. of Minnesota, Mr. Lewis is veteran of three and a half years in Army Air Force.

Mr. Lewis

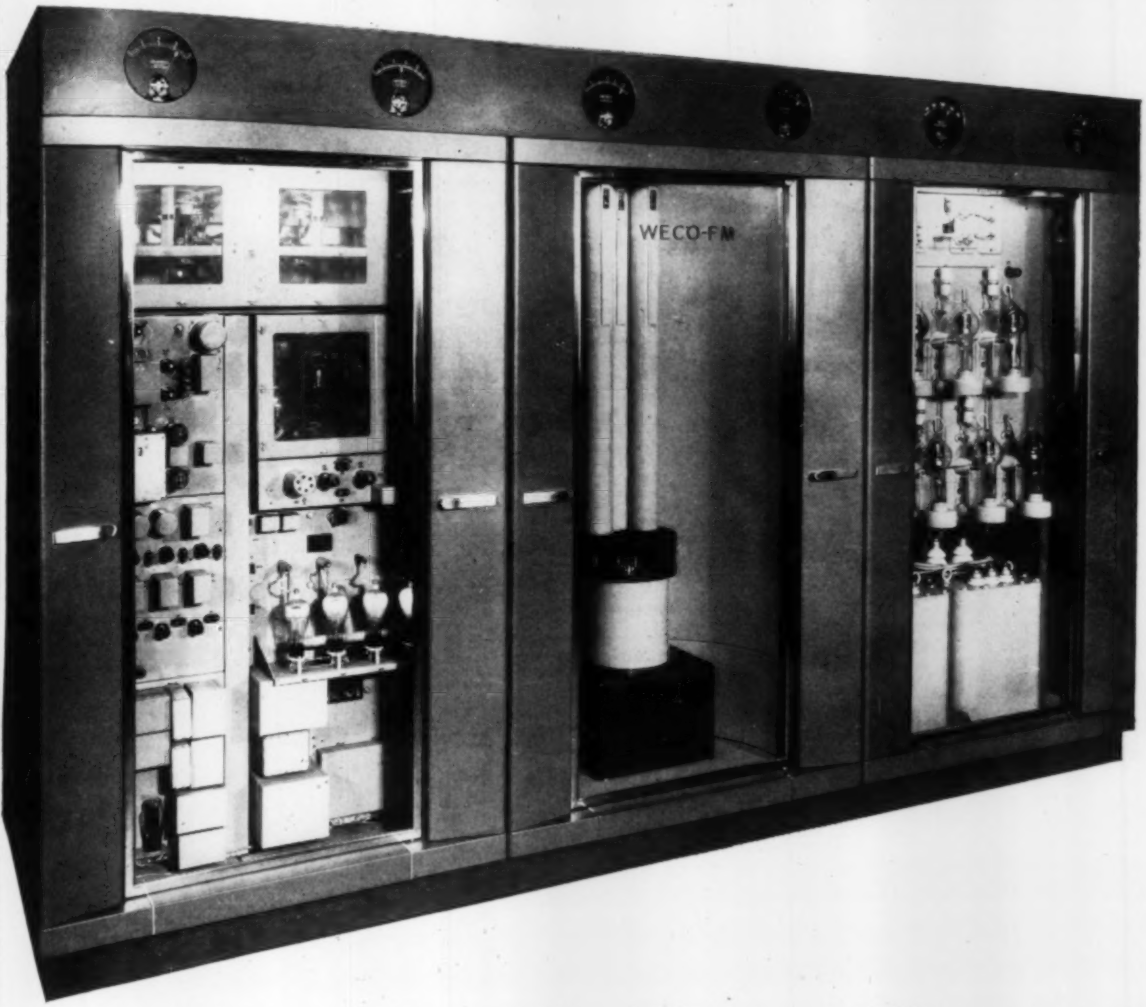
HAL HOLMAN Co. station representative has moved from Room 903 to 716 at 360 N. Michigan Ave., Chicago Ill.

WILLIAM G. RAMBEAU Co., has been appointed national representative of WLBR and WLBR-FM Lebanon, Pa.

BOARD of Stromberg-Carlson Co. has declared a regular quarterly dividend of 50 cents a share on the outstanding preferred stock, and a dividend of 20 cents a share on common stock, both payable April 1 to stockholders of record March 10.

KIOA
940 KILOCYCLES
10,000 WATTS DAYTIME
5,000 WATTS NIGHTTIME
DES MOINES
Sell IOWA with KIOA . . .
Iowa's Largest Independent Clear Channel Station
Ask any Paul H. Raymer Company Representative or write
STATION KIOA
John Boler, President
DES MOINES 9, IOWA
IOWA

You get two complete transmitters . . .



. . . when you buy the Western Electric 10KW FM!

In this 10 kw transmitter the 1 kw driver is your standby equipment. If your final amplifier or its power supply should fail, a simple operation (taking less than a minute) puts you back on the air—with the driver itself as your emergency transmitter!

This Western Electric feature gives you still another safeguard against off-the-air time. If your main source of power fails, your emergency power source may be too small to handle a 10 kw transmitter. In that case, just cut back to 1 kw operation!

This is only one of many reasons why you should consider Western when you go to 10 kw FM. For complete information, please call your local Graybar Broadcast Representative—or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Western Electric

—QUALITY COUNTS—

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.

Distributed by GraybaR
OFFICES IN 95 PRINCIPAL CITIES

47.7%
of all
Iowa radio families
"LISTEN MOST"
to
WHO
(during daytime)
8.9% to Station B!
●
50,000 Watts
DES MOINES
Free & Peters, Inc.
Representatives

IN ATLANTA IT'S
WCON
THE ATLANTA
CONSTITUTION STATION

NATIONAL
REPRESENTATIVES
HEADLEY-
REED
COMPANY

Drawing by A. B. Frost from "UNCLE REMUS: His Songs and His Sayings" by Joel Chandler Harris, which first appeared in THE ATLANTA CONSTITUTION in 1879. Copyright 1908, 1921, by Esther La Rosa Harris. By permission of D. Appleton-Century Company, publisher.

WCON
5000 WATTS • 550 KC

Agencies

GLEN JOCELYN, who joined Chicago office of Erwin, Wasey & Co. in 1947, has been named vice president in agency's new Hollywood office which opened March 1. Previous to joining this agency, Mr. Jocelyn was creative group head for Dancer-Fitzgerald-Sample, Chicago.

W. MASON ANCKER, creative consultant to advertising agencies and formerly with Maxon Inc., Sherman K. Ellis and Ralph H. Jones Co., has joined William H. Weintraub & Co., New York.

Mr. Bennett

VICTOR A. BENNETT, who has been with Bremer Broadcasting Corp. (WAAT Newark, N. J.) as vice president and national sales director, has formed Victor A. Bennett Co. Inc., advertising agency at 511 Fifth Ave., New York. Prior to his affiliation with Bremer, Mr. Bennett was account executive with WOR New York and previously was in charge of transportation advertising for New York Sun. New firm will handle general advertising.

HARRY PACK, former assistant production manager of J. Walter Thompson Co., Los Angeles, has joined Dunn-Fenwick & Co., same city, as production manager, replacing **RAY PROCKNOW**. Mr. Procknow resigned to work in production at Capitol Records Inc., Los Angeles.

R. M. FANNING, account executive of Seattle office of Erwin, Wasey & Co., has been transferred to agency's Hollywood office in same capacity.

JOHNNY GAZURIAN and **NORMAN McCABE** have joined Fritz, Carlson & Cash Inc., Hollywood, as account executive and artist, respectively. Mr. Gazurian formerly was production manager for Jere Bayard & Assoc., Los Angeles. Mr. McCabe was in animation department of Warner Bros., that city.

LYMAN PETERS Inc., has moved offices to 803 N. Brand Blvd., Glendale, Calif. Telephone: Chapman 5-3619.

CHARLES F. RUCK, formerly with Henri, Hurst & McDonald Inc., Chicago, and **LLOYD P. KUEHN**, formerly with Coventry, Miller and Olzak Inc., have announced opening of their own agency, Kuehn, Ruck and Assoc., with offices at 185 N. Wabash Ave., Chicago.

AUSTIN F. BEMENT, partner and vice president of Swaney, Drake & Bement Inc., has resigned. Mr. Bement was situated in agency's Detroit office of which he was director.

BERNARD B. SCHNITZER has resigned as vice president of Garfield & Guild, San Francisco, to become partner in Elliott-Daly agency (now known as Elliott-Daly & Schnitzer).

KENYON & ECKHARDT Ltd. has moved its Canadian office from Montreal to Toronto, with new quarters at 304 Bay St. **W. J. FROST** is manager. Telephone: Adelaide 8314.

JOHN U. REBER, vice president in charge of radio, J. Walter Thompson Co., New York, and **MILENA MILLER**, radio vocalist, were to be married March 19 at Edgar Bergen's Hollywood home.

JAMES LOVIK, formerly of Stewart-Lovik and Macpherson Ltd., has formed his own agency, James Lovik & Co. Ltd., with offices at Vancouver, Calgary and Toronto.

ROBERTA WINCHELL, former executive secretary to **JAMES EMMETT**, general manager Swaney, Drake & Bement Inc., Hollywood, has been named agency office manager.

WILLIAM H. HOLMES, former head of his own advertising service, has joined Justin Funkhouser Adv., Baltimore and New York, as consultant. He previously was advertising manager for Packard Motor Car Co. and had been with George L. Dyer Agency.

MILTON SAMUEL, director of West Coast radio publicity for Young & Rubicam, has been appointed West Coast director of public relations and publicity, in addition to present duties.

BILL ALLEN, formerly with E. I. Du Pont De Nemours & Co. and Scott Paper Co., Chester, Pa., has joined Lindsay Adv., New Haven, Conn., as contact man and junior account executive.

PYRMEN L. SMITH, who prior to 1944 was with Paramount Pictures, has been appointed acting manager of motion picture department of Young & Rubicam, New York. He has been with agency since 1944.

WILLIAM ZERWECK, former sales supervisor of Paris and Peart, New York, has joined William H. Weintraub & Co., New York, as head of production department.

WILLIAM D. WHITE, formerly with CFRB Toronto, where he handled station operation for ten years, has joined Benton & Bowles, New York, to work on Canadian station operations. His newest assignment also will include handling of Procter & Gamble Canadian radio activities.

JEAN STAPLETON, who has been associated with **CLAUDE BARRERE** in his new program representation agency, has taken leave of absence to accept part of Myrtle Mae in Frank Fay Co. production of "Harvey" on tour.

PARK HAY, vice president of the eastern division of Campbell-Ewald Co., New York, with whom he has been associated for seven years, has resigned, effective March 31.

Mr. Whitaker

RALPH H. WHITAKER Co., new advertising agency specializing in television, has been formed by **RALPH H. WHITAKER**, who last week announced his resignation from ABC. The agency, 49 East 51st St., New York, is to open April 15. Mr. Whitaker has been account executive with ABC for the past two years, and previously was an executive of Kenyon and Eckhardt, New York. He also has been with Curtis Publishing Co. and the McCall Corp.

FRANK L. WOODRUFF, producer and director of "This Is Hollywood" and prior to that with J. Walter Thompson Co., New York, has joined Lennen & Mitchell's West Coast office as a radio director. He will assist **MANN HOLINER**, first vice president in charge of radio for the agency.

FRIEDLANDER & MEYER, New York, has moved from 45 Astor Place to 131 W. 42nd St. Telephone: LOngacre 4-7649.

W. H. FLEISCHMAN, formerly with McKimm Adv. Ltd., Montreal, as account executive and public relations counsel to National Council of the Baking Industry, has joined Benton & Bowles, New York, as account executive.

WILSON W. CROOK, head of Croo Adv., Dallas, has been elected pres dent of the Dallas Rotary Club.

SANFORD Adv., New York, has bee formally opened at 112 E. 19th St., a cording to its president and manage **HOWARD SANFORD**.

FRED GARDNER Co., New York, is run ning weekly series of ads promotin that agency in advertising trade pres

RALPH ALLRUD and **WILLIAM LAL LEY** have joined copy staff of G. M Basford Co., New York. Both are ne to the agency field.

J. W. BENES, radio director of Mc Daniel, Fisher and Spelman, advertis ing, Akron, Ohio, and freelancer a **WAKR** Akron, has resigned both thes posts to enter West Coast radio.

FRED STICKEL, former assistant pro duction manager of Campbell-Ewal Co., Detroit for nine years, has bee appointed production manager of Gran Adv., Detroit office.

MUTUAL—Don Lee "Heart's Desire" show, previously televised three times weekly on W6XAO Los Angeles, starting March 13 is being put on an additional day weekly. Network has also started two-minute weekly "Message to Veterans" strip to precede televisi of boxing bouts.

WBAL-TV Will Air 9 Network Shows

WBAL-TV Baltimore, which joine NBC March 11 as the fifth statio on the East Coast network, is t carry nine NBC video networ commercial programs. Several o the programs already are seen o WBAL-TV. The complete listing with the starting dates, follows

March 12—*Sports Films*, sponsored by U. S. Rubber Co., New York, 8-8:15 p.m.; *Sports Report* Brown & Williamson Tobacc Corp., Louisville, 8:25-8:30 p.m.; *Newsreel*, General Electric Co Schenectady, N. Y., 9-9:10 p.m.; March 15—*Camel Newsreel Theatre*, R. J. Reynolds Tobacco Co Winston-Salem, N. C., 7:50-8 p.m. (heard Monday through Friday March 17—*In the Kelvinato Kitchen*, Nash-Kelvinator Corp Detroit, 8:30-8:45 p.m.; *Kraf Television Theatre*, Kraft Food Co., Chicago, 9-10 p.m.

April 1—*The Swift Show*, Swif & Co., Chicago, 8:30-9 p.m.; *Yo Are An Artist*, Gulf Refining Co 9-9:15 p.m.; April 4—*Autho Meets the Critics*, General Food Corp., New York, 8-8:30 p.m.

KGU
HAWAII'S FIRST STATION
NBC
IN THE
PACIFIC
SINCE
1931
HONOLULU
Affiliated with THE HONOLULU ADVERTISER • Represented by THE KATZ AGENCY, INC.

Handiest

MIKE ARRANGEMENT YOU'VE EVER SEEN

ADAPTED FROM THE POPULAR DAZOR FLOATING LAMP

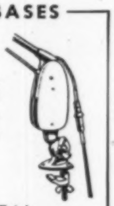
DAZOR ALONE HAS THE FLOATING ARM

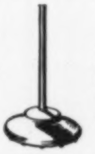
MOVES FREELY INTO ANY POSITION AND STAYS PUT—*WITHOUT LOCKING*

CHOICE OF 2 BASES

UNIVERSAL

With this combination base the Dazor may be clamped or screwed to any surface —horizontal, sloping or vertical.





PEDESTAL

This base, a portable floor-type fixture, is equipped with rubber pads to absorb shock.

From up there to down here is just one *s-w-e-e-p*.

When your microphone is mounted on the Dazor *Floating* Arm, you get the flexibility of a hand instrument without the weight of holding one. A touch of the fingers *floats* the mike from the tall to the short speaker, from announcer to soloist, from interviewer to guest. Once it's placed, the mike remains in that position without fastening of any kind, due to a patented enclosed spring force.

The Dazor pedestal model, illustrated above, extends the reach of the emcee in the studio, auditorium or night club . . . gives him the welcome feeling that he is free from mechanical chores . . . keeps him on top of the program. A universal model, fastened to table, desk or speakers' stand, provides similar assurance for the individual broadcaster or small group.

Plane, train and police dispatchers —who want hands free for writing, typing or chart operations—lose no time with mikes that are readied or pushed back in an instant. In addition to supporting the microphone of your choice, the Dazor *Floating* Arm can be individualized to meet any space or mounting limitations peculiar to your layout.

Phone Your Dazor Distributor for details. If you wish the name of this helpful supplier, write Dazor Manufacturing Corp., 4481-87 Duncan Ave., St. Louis 10, Mo. *In Canada* address inquiries to Amalgamated Electric Corporation Limited, Toronto 6, Ontario.

DAZOR FLOATING ARM FOR MICROPHONES

First!

- ON THE DIAL
- IN LISTENING
- IN NETWORK

WSJS
LEADS

DAY AND NIGHT

IN

NORTH CAROLINA'S
RICH TRI-CITY
MARKET

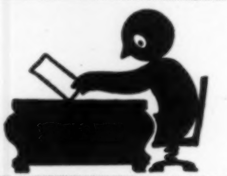
- WINSTON-SALEM
- GREENSBORO
- HIGH POINT

WRITE FOR OUR BMB FOLDER

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

NBC
AFFILIATE
Represented by
HEADLEY-REED COMPANY

Sponsors



REXALL DRUG CO., Los Angeles, makes its television debut April 1 on KTLA Los Angeles with 13-week spot schedule on weekly "Shopping at Home" program. Drug chain also is planning three-week aural spot campaign in nine western markets as part of national one-half-million dollar annual spot schedule. Markets include Portland, Ore.; Seattle, Spokane, and Tacoma, Wash.; Fresno and Modesto, Calif.; Ogden and Salt Lake City, Utah: and Boise, Idaho. Rexall agency is BBDO, Los Angeles.

ARMOUR & Co., Chicago, is preparing series of five-minute programs featuring Everett Mitchell, director of agriculture for NBC Central Div., for distribution in 15 midwestern markets. Series, titled "Five Minutes With Everett Mitchell," has been recorded by NBC Chicago recording division, and deals with farm product specifications as outlined by procurement experts of Armour's poultry and dairy branch. Agency: Foote, Cone & Belding, Chicago.

FRED SCHNELLER, general mechandising manager of Lever Bros. Co., Cambridge, Mass., is in Hollywood for three weeks visit.

GENERAL ELECTRIC has purchased another hour daily on KLAC Hollywood "Make Believe Ballroom" making its total sponsorship six weekly. Agency: Ross, Gardner & White Adv., Los Angeles.

CASPAR DAVIS, Los Angeles (millinery manufacturer), March 9 started four-weeks schedule of video spots three times weekly on **KTLA** Los Angeles, through Mayers Co., same city.

SEARS, ROEBUCK & Co., Los Angeles, has started two 26-weeks video spot schedules on KTLA that city. On March 16 company began one weekly participation on "Shopping at Home" program, and March 18 started further weekly spot schedule.

NESTLE'S MILK PRODUCTS Ltd., Toronto (Nescafe), has started thrice-weekly spot announcement campaign on number of Canadian stations. Agency: Cockfield Brown & Co., Toronto.

STEWART-WARNER Corp., Chicago, has announced 1948 advertising expenditures in excess of $1.000.000 for its radio division. Local radio and other media will be used. Agency: Henri, Hurst & McDonald Inc., Chicago.

KITCHEN FRESH BAKERIES, San Francisco, has placed 13-week test campaign on Katherine Kerry program, twice weekly participations, on KQW San Francisco. Agency: Graham Gladwin Agency, San Francisco.

PRICE'S SHOE STORES of California has signed for six weekly five-minute newscasts following baseball broadcasts on KLX Oakland, Calif. Contract is for entire baseball season. Agency: Graham Gladwin Agency, San Francisco.

SILHOUETTE FOUNDATION GARMENT Co. of Canada, Toronto, has started transcribed quarter-hour program on CFRB Toronto, CFRA Ottawa, and CJAD Montreal. Account is handled direct.

SCREEN PLAYS, Hollywood, will use 224 ABC stations in promotional campaign for its film, "So This Is New York" featuring ABC star, Henry Morgan. Movie is scheduled for release May 1 through United Artists.

METROPOLITAN LIFE INSURANCE Co., New York, April 1 renews "Eric Sevareid and the News" on CBS, Mon.-Fri. 6-6:15 p.m. Agency: Young & Rubicam, New York.

J. B. McKIE (coffee-making equipment) and **SWOPES SAUSAGES**, both Los Angeles, have appointed Irwin-McHugh Adv., that city, to handle advertising. Radio is being contemplated by both firms.

S.O.S. Co., Chicago (S.O.S. cleaner), has renewed "Sidelights in the News" on Yankee Network. Contract is for 13 weeks. Agency: McCann-Erickson, New York.

KUSTER LABORATORIES Inc., San Francisco (Flavor True Meat Magic), has appointed Jean Scott Frickelton, same city, to handle advertising. Radio is being contemplated.

De HERIOT Inc., Hollywood (perfumes, colognes), has appointed W. B. Geissinger & Co., Los Angeles, to handle advertising.

PACIFIC WINES, Los Angeles (Pluma Wine), has appointed Fritz, Carlson & Cash Inc., Hollywood, to handle advertising. Radio may be used.

IMPERIAL TOBACCO Co., Montreal (Ogden's fine cut and Old Chum tobaccos), has started quarter-hour evening programs five days weekly on number of Canadian stations. Agency: Whitehall Broadcasting, Montreal.

GOLDEN PICTURES Inc., Los Angeles, through Buchanan & Co., Beverly Hills, Calif., plans spot campaign for forthcoming movie "Texas, Brooklyn and Heaven," being released in late July or August, to tie in with local runs in key cities.

FILM CLASSICS, Hollywood, to promote film "Money Madness" scheduled for release in early April, plans spot announcement campaign on stations in 40 major cities to run co-incident with showing of movie in each city.

CAROSANTI Inc., Beverly Hills (perfumes), will expend minimum of $200,000 for national advertising campaign using radio, newspapers, magazines and point-of-purchase through Makelim Assoc., Hollywood.

ELGIN AMERICAN COMPACTS has notified John Guedel Radio Productions, Hollywood, that it will drop ABC "You Bet Your Life" with Groucho Marx on April 21, five weeks earlier than anticipated, since product demand exceeds available supply. Firm has until April 21 to exercise its option for the fall.

ELECTRIC COMPANIES, which is dropping Phil Spitalny effective May 2, on its "Electric Hour," Sun., 5:30-6 p.m. on CBS, will start its summer "Electric Hour" the following week, May 9, with Frankie Carle and his orchestra. Summer show will be called "Carle Comes Calling." Agency: N. W. Ayer & Son, New York.

BEVERWYCK BREWERIES Inc., Albany, N. Y., which last week appointed McCann-Erickson Inc., New York, to handle its advertising for Beverwyck Irish Cream Ale and Beverwyck Beer, is anticipating use of radio. No definite schedule has been set.

BARBASOL SHAVE CREAM, effective April 13, takes over sponsorship Tues. and Thurs. of the "Billy Rose Show" five minute, five times weekly on MBS. **MUSTEROLE** currently sponsors the program on these two days but will drop it April 8 for the usual seasonal reason. Erwin Wasey & Co. New York, is agent for both advertisers.

RCA VICTOR show, "The Music America Loves Best," currently heard 2-2:30 Sundays on NBC, moves into the 2:30-3 p.m. slot starting April 4.

Chapin Promoted By General Foods

HOWARD M. CHAPIN, formerly sales and advertising manager of the Jell-O-Minute Division of General Foods, has been promoted to director of advertising for the General Foods Corp., replacing Mrs. E. B. Myers, who has retired.

Mr. Chapin

This was announced last week by Charles G. Mortimer Jr., General Foods marketing vice president, who said that Mrs. Myers has agreed to handle special assignments for him during the rest of 1948. Mrs. Myers joined the firm in 1930, serving successively as director of Consumer Service, product merchandising manager, and advertising director.

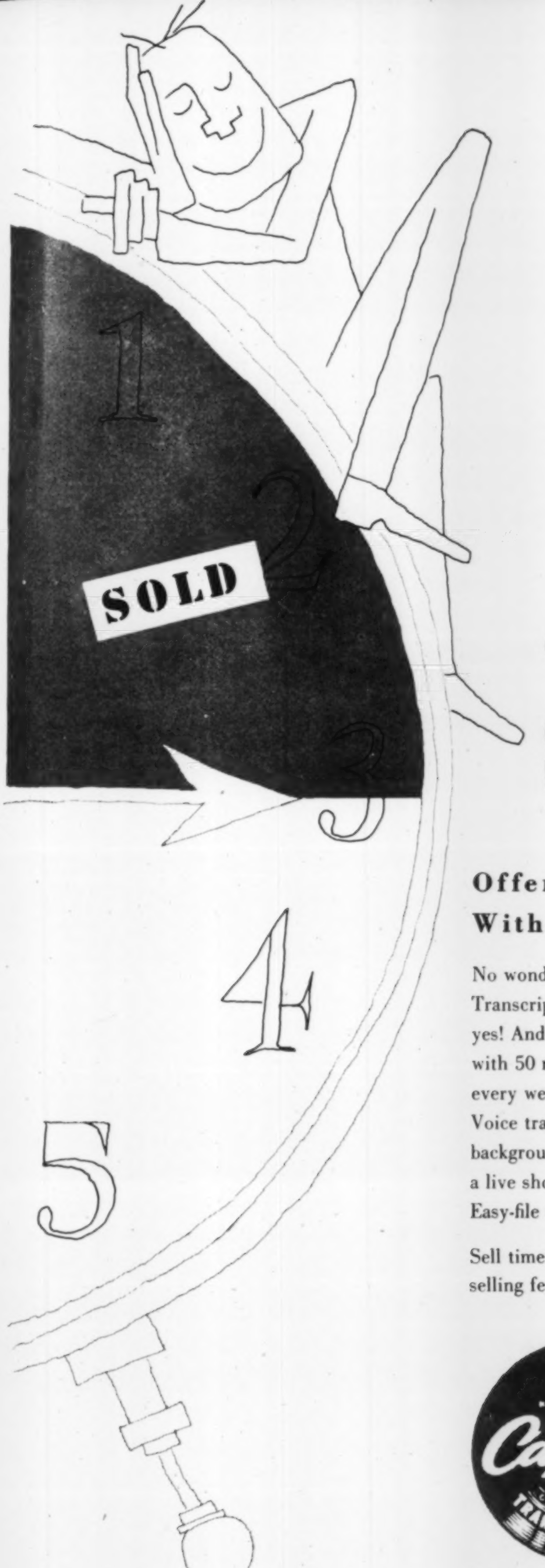
Mr. Chapin joined General Foods in 1929 as export advertising manager, and in 1937 was named assistant to the president of the former General Foods Sales Co., Inc. He was an associate advertising manager from 1938 to 1942, when he joined the Office of Strategic Services.

On his return to General Foods in 1946 Mr. Chapin became associate advertising manager of the Maxwell House division, and later that year was assigned to the Jell-O-Minute Division.

Pabst TV Film

ONE time video film productions are being undertaken by Pabst Sales Co. (Blue Ribbon Beer) for free distribution to television stations throughout country. Featuring the story behind production of the Eddie Cantor Show, film is budgeted at $18,000-20,000. Star will direct picture which is expected to run 20 minutes. No direct commercials are to be used; plan is only to insert product for recognition purposes without any attempt made at direct pitch.

regional promotion campaigns
HOWARD J. McCOLLISTER
10660 BELLAGIO, LOS ANGELES • BR 04705



you get stars like these

PEGGY LEE
JAN GARBER
KING COLE TRIO
JOHNNY MERCER
PAUL WESTON
REX MAUPIN
DUKE ELLINGTON
TEX RITTER
MERLE TRAVIS...and 40 others

you get programs like these

MUSIC FROM HOLLYWOOD
SUNDAY SALON
JUKE BOX REVIEW
HAYLOFT JAMBOREE
SUNSET & VINE
MY SERENADE
DINNING SISTERS
ALVINO REY...and 19 others

easiest way to
SELL TIME

Offer Sponsors Big-Audience Programs With Small-Cost Price Tags

No wonder more than 300 stations have gone all out for Capitol's Transcription Service. It offers so *much!* Star names, sure-fire programs—yes! And more: a Vinylite library of 3000 selections of almost every type, with 50 more added each month. 35 hours of material (27 programs) every week. Flexibility! Easy to make up special programs for *any* sponsor. Voice tracks of stars (they "chat" with your announcer) and musical backgrounds for commercials. Finished, polished programming—the appeal of a live show. Big program format book tells all about stars, numbers, timing, etc. Easy-file cabinets have 3-way cross index. You locate *anything*—presto!

Sell time easier, faster. Be wise—Capitol-ize on Capitol's many selling features. Investigate today!

Capitol
REG. U.S. PAT. OFF.
A DIVISION OF CAPITOL RECORDS
TRANSCRIPTIONS

PROGRAM SERVICE
FROM HOLLYWOOD

free! Demonstration record and complete details. Send name, address, and position on station letterhead. Address: Capitol, Sunset & Vine, Hollywood 28, California

Allied Arts

CAPT. ANDREW CRUSE, veteran in fields of communications, electronics and engineering and formerly with FCC, has been elected assistant vice president of International Telephone & Telegraph Corp. He will be in charge of radio operating department. Capt. Cruse joined FCC in 1936 as assistant chief engineer and later served as acting chief engineer.

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Admiral Buck

REAR ADMIRAL WALTER A. BUCK, U. S. Navy (Ret.), has been appointed president of Radiomarine Corp. of America. Veteran of 30 years in the Navy, Admiral Buck is former Paymaster General and chief of Bureau of Supplies and Accounts. In 1945 he was director of Navy Material Redistribution and Disposal Administration, and later chief of Property Disposition Branch, Material Division. He retired March 1.

GENERAL ELECTRIC Co. has opened new radio set manufacturing plant at Clyde, N. Y. Known as Clyde Receiver Works, and managed by **MARTIN HILDENBERGER,** plant will make table model sets.

HOOPER TELERATINGS have been subscribed for by N. W. Ayer & Son and WABD New York. Interviews for second monthly survey of New York video audience were made March 8-14.

DR. JOHN A. HUTCHESON has been appointed director of Westinghouse Research Laboratories, Pittsburgh, succeeding **DR. L. WARRINGTON CHUBB,** who is retiring from active direction but will continue to serve in advisory capacity. Dr. Hutcheson has been associate director of the labs for past four years.

FIELD & PEACOCK Assoc., Los Angeles market and opinion research company, has announced opening of San Francisco office at 406 Montgomery St. **DONALD H. ARVOLD,** former BBDO West Coast research director, will be in charge of new office.

JERRY SIMON, former publicity director for New York office of Majestic Records Inc., March 15 joined Arthur H. Miller Assoc., New York public relations firm, as an account executive.

ELLIOTT V. BOGERT, former account executive for Glasser-Gailey Inc., Los Angeles, and his wife, **ZEPHA SAMOILOFF BOGERT,** formerly with Edward S. Kellogg Co., same city, as account executive, have established merchandising and advertising consultant service in that city. Firm, under name of The Bogerts, is located at 3150 W. 6th St.

HOUSTON A. LAWING, former Greensboro, N. C. sports editor, has started Radio Sports Service Bureau to service stations of the two Carolinas and Virginia, with headquarters at 614 S. Elm St., Greensboro.

JERRY FAIRBANKS Inc., Hollywood, has signed **IVAN TRIESAULT,** and **JOHN McGUIRE,** actors for major roles in company's television film series for NBC titled "Public Prosecutor."

HAL STYLES, director Hal Styles School of Radio, Los Angeles, is the father of a girl, born March 9.

DON HERBERT, Chicago freelance writer and actor with Chicago Community Fund, has been named director of Fund's radio department, succeeding **LEE SCHOOLER,** resigned.

KRIC-FM at Beaumont Is Launched on 99.5 mc

KRIC-FM Beamount, Tex., has gone on the air with its interim operation. Station holds a construction permit for 19 kw power and will eventually utilize a 495-foot tower. KRIC-FM is on 99.5 mc (Channel 258). Studios are at 130 Wall St., Beaumont.

Speakers on station's inaugural broadcast March 1 included Phillip E. Dusenbury, general manager of KRIC and KRIC-FM; E. C. Davis, vice president of KRIC Inc., the licensee, and local dignitaries.

Ed Dittert, KRIC sports commentator, was m. c. of the opening program. Mr. Dittert has relinquished his programming duties at KRIC and KRIC-FM to concentrate on sports. Taking over as program director of KRIC and KRIC-FM is Robert L. Tucker who went to his new post from WFRD Worthington, Ohio.

RCA Contracts

SIGNING of three new contracts for delivery of RCA 5 kw TT-5A television transmitters and associate equipment was announced last week by RCA Engineering Products Dept., Camden, N. J. Deliveries are to be made to the following stations: WFBM Indianapolis; WLWC Columbus, Ohio; and WFMJ Youngstown, Ohio.

COME AND SEE

SONOCRAFT

FIVE MINUTES FROM IRE CONVENTION HEADQUARTERS

Representing the Products of:

- ALTEC LANSING CORP.
- BRUSH DEVELOPMENT CO.
- MINNESOTA MINING & MFG. CO.
- PRESTO RECORDING CORP.
- REK-O-KUT CO.

. . . AND A FULL LINE OF ACCESSORIES

Available Now at:

SONOCRAFT COMPANY, INC.

45 W. 45th ST. NEW YORK 19, N. Y. BRYANT 9-8997

(Between 5th Avenue and Avenue of the Americas)

Deadly Partner of Fire!

Roaring fire + blind terror + ignorance of what to do = PANIC . . . treacherous killer!

In America's never-ending parade of fires, panic claims hundreds of tragic victims year after year—in homes, apartments, hotels, public places.

Fire in all its terrible phases kills nearly 1000 people a month! Most of them die not in spectacular blazes but in small fires that never make the headlines. It is a shameful picture.

Learn what to do in case fire ever traps *you*—and you'll have a better chance to escape panic and get out alive.

A 48-state program to combat fires already has been launched by experts on fire, through The President's Conference on Fire Prevention.

Join this fight! Interest your school, your clubs, your local authorities in a program to stop fires in your community.

Follow these all-important rules at home: 1. Replace frayed electric cords and faulty appliances with new ones bearing the seal of the Underwriters' Laboratories. 2. Repair and clean heating and cooking equipment. 3. Avoid misuse of flammable liquids. 4. Be careful with matches and smoking.

Do your part—and you'll help halt fire and *all* its deadly partners!

Send right now for the booklet "Report on Research," which points out the causes of fire panic, and outlines ways your community can protect itself against fire. Address: The President's Conference on Fire Prevention, Washington, D. C.

* * *

This statement is published by the member fire insurance companies of the National Board of Fire Underwriters in support of The President's Conference on Fire Prevention.

Stop Fires—Save Lives!

FIRE WILL KILL NEARLY 1000 PEOPLE THIS MONTH!

THE WHITE HOUSE

"The danger of fire is with us every hour—day and night. We must use all our experience, all our knowledge, all our organizational facilities in a ceaseless fight to conquer it."

Harry Truman

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REAR ADMIRAL WALTER A. BUCK, U. S. Navy (Ret.), has been appointed president of Radiomarine Corp. of America. Veteran of 30 years in the Navy, Admiral Buck is former Paymaster General and chief of Bureau of Supplies and Accounts. In 1945 he was director of Navy Material Redistribution and Disposal Administration, and later chief of Property Disposition Branch, Material Division. He retired March 1.

Admiral Buck

GENERAL ELECTRIC Co. has opened new radio set manufacturing plant at Clyde, N. Y. Known as Clyde Receiver Works, and managed by **MARTIN HILDENBERGER,** plant will make table model sets.

HOOPER TELERATINGS have been subscribed for by N. W. Ayer & Son and WABD New York. Interviews for second monthly survey of New York video audience were made March 8-14.

DR. JOHN A. HUTCHESON has been appointed director of Westinghouse Research Laboratories, Pittsburgh, succeeding **DR. L. WARRINGTON CHUBB,** who is retiring from active direction but will continue to serve in advisory capacity. Dr. Hutcheson has been associate director of the labs for past four years.

FIELD & PEACOCK Assoc., Los Angeles market and opinion research company, has announced opening of San Francisco office at 406 Montgomery St. **DONALD H. ARVOLD,** former BBDO West Coast research director, will be in charge of new office.

JERRY SIMON, former publicity director for New York office of Majestic Records Inc., March 15 joined Arthur H. Miller Assoc., New York public relations firm, as an account executive.

ELLIOTT V. BOGERT, former account executive for Glasser-Gailey Inc., Los Angeles, and his wife, **ZEPHA SAMOILOFF BOGERT,** formerly with Edward S. Kellogg Co., same city, as account executive, have established merchandising and advertising consultant service in that city. Firm, under name of The Bogerts, is located at 3150 W. 6th St.

HOUSTON A. LAWING, former Greensboro, N. C. sports editor, has started Radio Sports Service Bureau to service stations of the two Carolinas and Virginia, with headquarters at 614 S. Elm St., Greensboro.

JERRY FAIRBANKS Inc., Hollywood, has signed **IVAN TRIESAULT,** and **JOHN McGUIRE,** actors for major roles in company's television film series for NBC titled "Public Prosecutor."

HAL STYLES, director Hal Styles School of Radio, Los Angeles, is the father of a girl, born March 9.

DON HERBERT, Chicago freelance writer and actor with Chicago Community Fund, has been named director of Fund's radio department, succeeding **LEE SCHOOLER,** resigned.

KRIC-FM at Beaumont Is Launched on 99.5 mc

KRIC-FM Beamount, Tex., has gone on the air with its interim operation. Station holds a construction permit for 19 kw power and will eventually utilize a 495-foot tower. KRIC-FM is on 99.5 mc (Channel 258). Studios are at 130 Wall St., Beaumont.

Speakers on station's inaugural broadcast March 1 included Phillip E. Dusenbury, general manager of KRIC and KRIC-FM; E. C. Davis, vice president of KRIC Inc., the licensee, and local dignitaries.

Ed Dittert, KRIC sports commentator, was m. c. of the opening program. Mr. Dittert has relinquished his programming duties at KRIC and KRIC-FM to concentrate on sports. Taking over as program director of KRIC and KRIC-FM is Robert L. Tucker who went to his new post from WFRD Worthington, Ohio.

RCA Contracts

SIGNING of three new contracts for delivery of RCA 5 kw TT-5A television transmitters and associate equipment was announced last week by RCA Engineering Products Dept., Camden, N. J. Deliveries are to be made to the following stations: WFBM Indianapolis; WLWC Columbus, Ohio; and WFMJ Youngstown, Ohio.

COME AND SEE
SONOCRAFT
FIVE MINUTES FROM IRE CONVENTION HEADQUARTERS

Representing the Products of:

- ALTEC LANSING CORP.
- BRUSH DEVELOPMENT CO.
- MINNESOTA MINING & MFG. CO.
- PRESTO RECORDING CORP.
- REK-O-KUT CO.

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45 W. 45th ST. NEW YORK 19, N. Y. BRYANT 9-8997
(Between 5th Avenue and Avenue of the Americas)

Deadly Partner of Fire!

Roaring fire + blind terror + ignorance of what to do = PANIC . . . treacherous killer!

In America's never-ending parade of fires, panic claims hundreds of tragic victims year after year—in homes, apartments, hotels, public places.

Fire in all its terrible phases kills nearly 1000 people a month! Most of them die not in spectacular blazes but in small fires that never make the headlines. It is a shameful picture.

Learn what to do in case fire ever traps *you*—and you'll have a better chance to escape panic and get out alive.

A 48-state program to combat fires already has been launched by experts on fire, through The President's Conference on Fire Prevention.

Join this fight! Interest your school, your clubs, your local authorities in a program to stop fires in your community.

Follow these all-important rules at home: 1. Replace frayed electric cords and faulty appliances with new ones bearing the seal of the Underwriters' Laboratories. 2. Repair and clean heating and cooking equipment. 3. Avoid misuse of flammable liquids. 4. Be careful with matches and smoking.

Do your part—and you'll help halt fire and *all* its deadly partners!

Send right now for the booklet "Report on Research," which points out the causes of fire panic, and outlines ways your community can protect itself against fire. Address: The President's Conference on Fire Prevention, Washington, D. C.

★ ★ ★

This statement is published by the member fire insurance companies of the National Board of Fire Underwriters in support of The President's Conference on Fire Prevention.

Stop Fires–Save Lives!

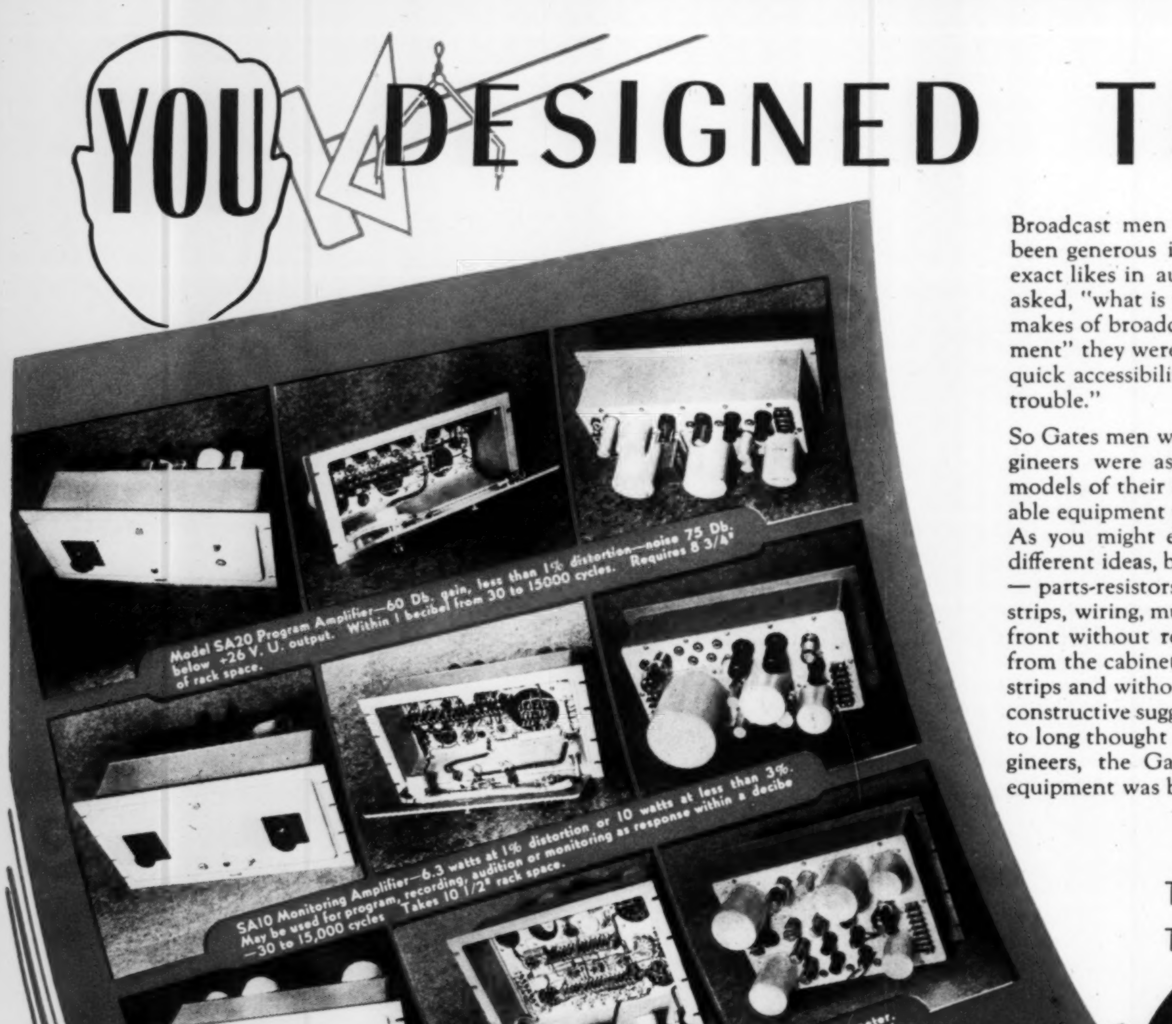
FIRE WILL KILL NEARLY 1000 PEOPLE THIS MONTH!

THE WHITE HOUSE

"The danger of fire is with us every hour—day and night. We must use all our experience, all our knowledge, all our organizational facilities in a ceaseless fight to conquer it."

Harry Truman

YOU DESIGNED THIS A



Model SA20 Program Amplifier—60 Db. gain, less than 1% distortion—noise 75 Db. below +26 V. U. output. Within 1 becibel from 30 to 15000 cycles. Requires 8 3/4" of rack space.

SA10 Monitoring Amplifier—6.3 watts at 1% distortion or 10 watts at less than 3%. May be used for program, recording, audition or monitoring as response within a decibe —30 to 15,000 cycles Takes 10 1/2" rack space.

Model SA38 Limiter—a low distortion, fast acting limiter with dual limiter action meter. Noise reduced 70 Db.—response within a decibel 30-15,000 cycles. Takes 14" rack space.

Broadcast men through the years have been generous in informing us of their exact likes in audio equipment. When asked, "what is your pet peeve about all makes of broadcast station audio equipment" they were quick to reply, "lack of quick accessibility to all parts in case of trouble."

So Gates men went to work. Eight engineers were asked to submit working models of their ideas of the most serviceable equipment possible to manufacture. As you might expect, there were eight different ideas, but on one they all agreed — parts-resistors, condensers, terminal strips, wiring, must be accessible from the front without removing the equipment from the cabinet; without removing style strips and without plug-in devices. From constructive suggestions of broadcast men to long thought out action by Gates engineers, the Gates "SA" line of audio equipment was born.

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THIS YEAR I ''C
THE SWING'S T GATE

Five-
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access
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Gates
Radio Company

Quincy
Illinois

BRANCHES—
Eastern Sales Office: Warner Building, 13th & E Street, N. W., Washington 4, D. C.
Western Sales Office: 574 Hargrave Street, Inglewood, California;
2227 East 10th St., Tulsa 4, Okla.; 246 Baltimore, Waterloo, Iowa.
Canadian Sales: Canadian Marconi Co., Montreal. International distribution
Overseas by Westinghouse Electric International Co., 40 Wall St., New York 5.

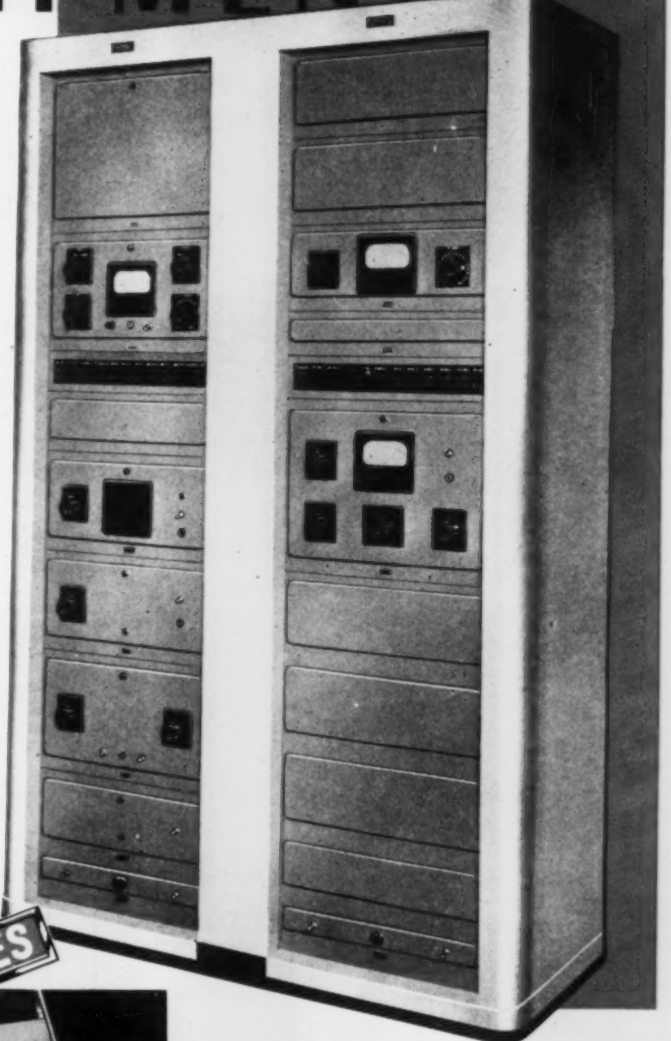
SA22 Cueing Amplifier—used in pre-checking before broadcasting. Self-contained speaker with curve pitched to penetrate using only low volume level. 8 3/4" rack space required.

SA8 Volume Indicator Panel—designed to check 5 circuits by means of selector switch. +4-44 V.U. range—2 V.U. steps. Type 862 illuminated meter. Requires 7" rack space.

AUDIO EQUIPMENT

We at Gates feel there is no line of audio equipment that will even approach in quality, design ideas and longevity that of the "SA" series of equipment. The housing and front drop-down panel are of cast aluminum even to the hinges. You can reach every part, the very smallest, simply by opening the front door. The tubes and large transformers are on the back so they will not be in the way of some small part. Power transformers and reactors are designed for a maximum of 40 degree temperature rise inside a cabinet. Audio transformers are quad-shielded to produce and not just approach FM noise requirements. Filter capacitors in the large part plug in just in case of a line surge of undue proportions. Quality of materials is plainly evident. Thinking in design is dominantly noticeable. Even the instruction book has been engineered to tell you everything.

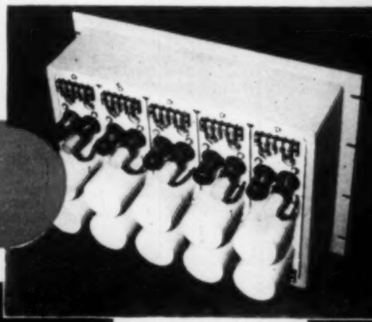
Not strangely, the long planning developed new and faster ways of construction which does not excessively price these definitely better "SA" equipments. Why not write today for the complete story on radio's newest and most modern audio equipment—the "SA" series of Gates Audio Amplifiers which is complete from preamplifier to multi-cabinet installations. Yes—they will be on display at the NAB Convention, May 17 in Los Angeles.



Above - group of various types of "SA" amplifiers in pair of Gates DMI cabinets. Note the way in which the drop-down front panel neatly becomes part of the panel assembly when closed. Gates will gladly design custom-built speech equipments for any requirement.

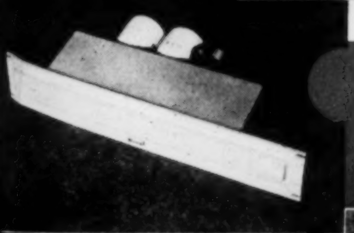
''G'' YEAR

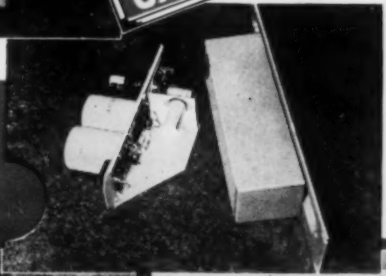
ATES····in '48



Five-type SA70 pre-amplifiers on SA800 cast aluminum panel-housing. Compact and yet spacious access to all parts. Requires 14" rack space.

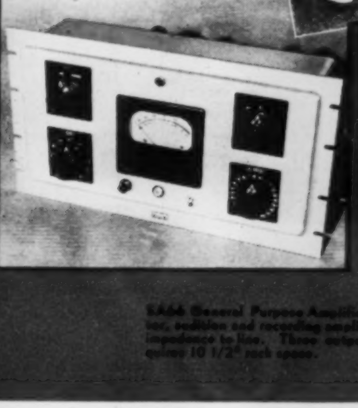
GATES

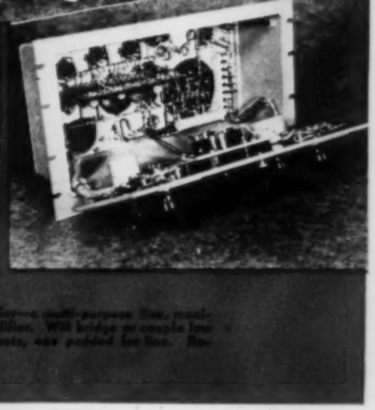




SA71 and SA72 preamplifiers for rack and cabinet mounting. Rack type requires 3 1/2" panel space. All SA preamplifiers are designed for extreme low noise level and wide response. May also be used as isolation amplifier.

SA7 Power Supply—for use with up to ten preamplifiers. Requires 7" rack space and delivers well filter plate current and steady filament voltage.





SA66 General Purpose Amplifier—a multi-purpose line, monitor, audition and recording amplifier. Will bridge or couple low impedance to line. Three outputs, one padded for line. Requires 10 1/2" rack space.

FM and AM Remote Amplifier — IMMEDIATE DELIVERY

Ideal for Semi-permanent Installations

This compact, 4-stage, a-c operated remote amplifier is especially designed for semi-permanent installations in churches, night clubs, etc. Gain control is screwdriver set; self-contained power supply.

SPECIFICATIONS

Frequency Response: Uniform within ± 1 db, from 30 to 20,000 cycles.

Maximum Gain: 80 db.

Output Noise Level: — 60 db.

Distortion: 1% from 50 through 7500 cycles, measured at 2 volts across 600 ohms.

Input Impedance: 30, 125, 250 and 500 ohms.

Output Impedance: 600 ohms.

Power Output: Maximum + 10 dbm.

Dimensions: 16⅝" x 6½" x 3".

Weight: 8 lbs. 5 ozs.

Finish: Aluminum Gray.

This amplifier may be equipped with either Cannon or Hubbel Connectors.

Price, F.O.B. Dallas **$87.50**

Complete with Tubes

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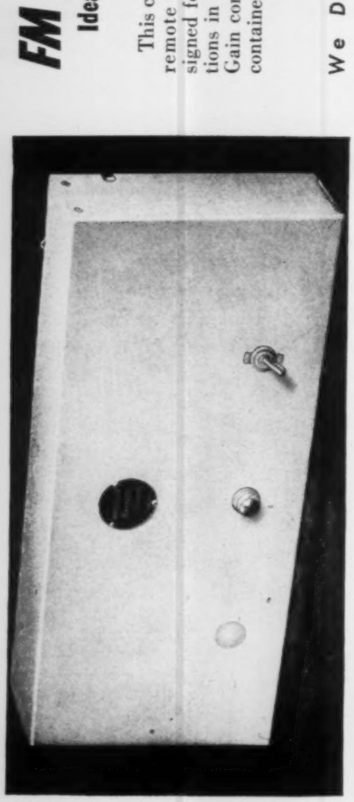
4145 Commerce Street Dept. C DALLAS 1, TEXAS

We Design Special Equipment or Will Build to Your Own Specifications



ACTIONS OF THE FCC

MARCH 12 TO MARCH 18

March 12 Decisions . . .

DOCKET CASE ACTIONS

AM-1340 kc

Announced proposed decision looking toward grant of application of Clearwater Radio Bcstrs. Inc. for new AM station at Clearwater, Fla. 1340 kc 250 w unl., and denial of application of Ledger Pub. Co. Inc., seeking same facilities at Lakeland.

Petition Granted

Adopted order granting petition of Radio Wisconsin Inc. requesting immediate consideration of its motion to strike exceptions of Edwin Mead; granted petition of Village Bcstg. Co. insofar as it requests ruling on its motion to strike exceptions of Edwin Mead; denied motions to strike exceptions of Edwin Mead by Village Bcstg. Co. and Radio Wisconsin; denied petition of Village Bcstg. Co. insofar as it requests separate oral argument on March 12 in proceedings in Dockets 6962 et al and 8940 et al.

BY COMMISSION EN BANC

AM—1520 kc

Frank A. Gandia, Rio Piedras, P. R.—Granted CP new station 1520 kc 250 w unl.; engineering cond.

Hearing Designated

The Master Bcstg. Corp., Rio Piedras, P. R.—Designated for hearing application for new station 1140 kc 1 kw-D 500 w-N, unl.

KGBS Harlingen, Tex.—Designated for hearing application to change frequency from 1240 to 850 kc, increase 250 w to 5 kw, change trans. location and install new trans. and DA-DN and made KOA Denver party to proceeding.

KCRC Enid, Okla.—Designated for hearing application to increase D power of station KCRC from 1 to 5 kw and install new trans.

AM—1090 kc

KING Seattle, Wash.—Granted CP increase power from 10 kw to 50 kw and make changes in DA-DN and install new trans. (Comr. Jones for hearing).

Petition Granted

WRNY Rochester, N. Y.—Granted in part petition of WRNY to sever from consolidated proceeding in re applications of WCBM et al its application for CP increase power from 250 w to 1 kw-D 500 w-N DA-N, and hours from D to unl.; and ordered that record in hearing on said application of WRNY be reopened for further hearing at time and place to be designated by Commission for determination on certain engineering issues only.

Petition Denied

KTAR Phoenix, Ariz.—Adopted memorandum opinion and order denying petition of KTAR requesting that Commission issue to Wichita Bcstrs. licensee of KWFT Wichita Falls, Tex., order to show cause why its CP as mod., to increase N operating power should not be modified to afford greater protection to KTAR.

KECA Los Angeles—Adopted memorandum opinion and order denying petition of KECA requesting Commission to set aside its order of Aug. 21, 1947, granting without hearing application of KTHT Houston, Tex., for mod. CP to increase N power from 1 to 5 kw.

Hearing Designated

The Martinez-Rodriguez Bcstg. Co., and WEMB San Juan, P. R.—Designated for consolidated hearing application of Martinez-Rodriguez Bcstg. Co. for new station 1190 kc 10 kw unl. DA with application of WEMB for mod. CP to change frequency from 1320 to 1190 kc, power from 5 kw to 10 kw and install DA.

The Toledo Blade Co., Toledo, Ohio—Designated for hearing application for new station 1470 kc 1 kw unl. DA in consolidated proceeding with applications of Continental Bcstg. Co. and The Midwestern Bcstg. Co.

WCBI Columbus, Miss.—Designated for hearing application for CP to change from 1340 kc to 580 kc, increase 250 w to 1 kw, change trans. location, install new trans. and DA-DN; and ordered that KALB Alexandria, La., and WGAC Augusta, Ga., be made parties to proceeding.

WMMW Meriden, Conn.—Designated for hearing application to change hours from D to unl., install DA-N and change trans. location.

Petition Granted

KTKC Fresno, Calif.—Granted petition to extent that Commission's action of Dec. 15, 1947, granting application of Yolo Bcstg. Co. for new station at Woodland, Calif., be mod. to subject proposed station at Woodland, to whatever interference, if any, it may receive from proposed operation of KTKC at Fresno with 50 kw.

Fresno Merger

Adopted order (Comr. Jones for hearing), granting joint petition of J. E. Rodman and Tulare-Kings Counties Radio Assoc. and:

(1) Removed from hearing docket and dismissed at request of applicant, application to change facilities of KFRE Fresno, Calif., from 1340 to 970 kc.

(2) Removed from hearing docket and granted application of Tulare-Kings Counties Radio Assoc. for CP to change facilities of station KTKC to increase power to 50 kw on 940 kc, change trans. site and move main studios from Visalia to Fresno, Calif., cond.

(3) Granted applications for consent to assignment of CP for FM station KRFM Fresno, and assignment of license and CP for AM station KTKC, from J. E. Rodman and Tulare-Kings Counties Radio Assoc., respectively, to California Inland Bcstg. Co., newly formed corporation composed of Rodman and Tulare-Kings.

Further ordered that Commission's action in granting said petition and applications is subject to further conditions that (1) upon consummation of assignment of license and CP for station KTKC to California Inland Bcstg. Co., Tulare-Kings Counties Radio Assoc. shall within 10 days thereof surrender to Commission CP for FM station KSEQ Fresno; (2) upon commencement of program tests for KTKC Fresno, as proposed, J. E. Rodman shall immediately surrender to Commission for cancellation his license for operation of KFRE Fresno; and (3) J. E. Rodman shall dispose of all his right and interest in KERO Bakersfield, Calif., prior to commencement of program tests for above-authorized operation of KTKC.

ACTIONS ON MOTIONS

(By Commissioner Jones)

Granite City Bcstg. Co. and St. Cloud Bcstg. Co., St. Cloud, Minn.—Granted joint petition for extension of time to file proposed findings in re their Doc. 8130 and 8566, and time was extended to April 1.

Hub City Bcstg. Co., Jackson, Tenn.—Granted petition in part, for extension of time to April 1 to file proposed findings in re its application.

KFEL Denver, Col.—Dismissed as moot petition to set aside grant of CP to Platte Valley Bcstg. Corp. and motion to dismiss said petition filed by KNEB.

The Fort Industry Co., Detroit, Mich.—Granted petition to dismiss without prejudice its TV application.

WWXL Peoria, Ill.—Granted petition to dismiss without prejudice its application for mod. CP.

The Yankee Network Inc., Boston—Granted petition to dismiss without prejudice its TV application.

Orange Empire Bcstg. Co., Redlands, Calif.—Granted petition requesting change in place of hearing in re its application and that of Redlands Bcstg. Co. and same was designated as Redlands, Calif., in lieu of Washington on May 10.

Empire Bcstg. Co., Pomona, Calif.—Dismissed as moot petition for continuance of hearing scheduled for March 18.

WKAT Miami Beach—Granted petition to dismiss without prejudice its application.

Live Oak Bcstg. Co., Live Oak, Fla.—Granted petition for continuance of hearing set for March 26 to May 26.

Norman Bcstg. Co., Norman, Okla.—Granted petition for leave to amend its application to change status of applicant from partnership to corporation.

Leader Pub. Co., Guthrie, Okla.—Granted petition for leave to amend its application with respect to officers and directors, etc.

The Heights Bcstg. Co., Cleveland—Granted petition for leave to amend its application to show resignation of officer and director.

Alexandria Radio Corp., Alexandria, Minn.—Granted petition for extension of time in which to file proposed findings in re Doc. 8131 and 8132, and time was extended to March 26.

Dixie Bcstg. Co., Jackson, Tenn.—Granted petition for leave to amend its application to specify 1310 kc in lieu 930 kc, and application was removed from hearing.

WHP Inc., Harrisburg, Pa.—Granted petition for leave to amend its application to show that Telegraph Press majority stockholder of corporation has disposed of its financial interests in "The Harrisburg Telegraph" and "Merchants Delivery Inc."

Radio Voice of Springfield Inc., Springfield, Ohio—Denied petition for leave to amend its application to specify Class A in lieu of Class B FM channel. Also granted petition for extension of time in which to file exceptions in re its application for FM station, and time was extended to April 1.

WCAR Pontiac, Mich.—Granted petition for leave to amend its application to specify 10 kw DA in lieu of 5 kw DA.

WGLN Glens Falls, N. Y. and Granite State Bcstg. Co. Inc., Claremont, N. H.—Granted petition for leave to amend its application to specify 1280 kc 1 kw unl. DA in lieu 1230 kc 250 w unl and application was removed from hearing docket. Further ordered that application of Granite State Bcstg. Co. Inc. be removed from hearing.

Catonsville Bcstg. Co., Catonsville, Md.—Granted petition to dismiss without prejudice its application and application was dismissed subject to right of reinstatement provided in Sec. 1.365 (c) of rules.

WLBC Muncie, Ind.—Granted petition requesting that Commission substitute Tri-City Radio Corp. in lieu of Donald A. Burton as party in proceeding on applications in Doc. 8503 and 8563.

Dr. Francisco A. Marquez, Aguadillo, P. R.—Granted petition for continuance of consolidated hearing from March 17 to April 13 in re Doc. 8138 and 8139.

Wyoming Valley Bcstg. Co., Wilkes-Barre, Pa.—Granted petition for continuance of consolidated hearing from

SERVICE

Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice *of* Kansas *in* TOPEKA

March 16 to April 1 at Wilkes-Barre, in re television applications Doc. 8679 and 8680.

George M. Hughes, Florence, S. C.—Granted petition for leave to amend its application to specify 840 kc in lieu 740 kc etc.

Continued consolidated hearing on applications of Enid Bcstg. Co., Enid, Okla., and Leader Pub. Co., Guthrie, Okla., from March 15-16 to March 29-30 at Guthrie and Enid, respectively.

Continued hearing on application of Charles Wilbur Lamar Jr., Morgan City, La., from March 11 to March 31.

Granted petition of WPAT Paterson, N. J., for continuance of consolidated hearing scheduled for March 11, to April 14, re its application and that of WFMD Frederick, Md.

UAW-CIO Bcstg. Corp., Detroit, Mich.—Denied petition for leave to amend its application to specify 1130 kc 5 kw-D, 2.5 kw-N, unl. DA, in lieu of 680 kc 250 w-D.

Granted in part joint petition of five applicants for TV stations in Cleveland, for continuance of hearing from March 18 to May 24 at Cleveland.

March 12 Applications . . .

ACCEPTED FOR FILING

AM—1080 kc

Southland Bcstg. Co., Atmore, Ala.—CP new standard station 1080 kc 250 w D.

AM—900

Rollins Bcstg. Inc., Georgetown, Del.—CP new standard station 900 kc 1 kw DA-D.

Modification of CP

WLOF Orlando, Fla.—Mod. CP change frequency etc., for extension of completion date.

AM—1430 kc

Ames Bcstg. Co., Ames, Iowa—CP new standard station 1430 kc 1 kw D. AMENDED to change name of applicant from Harold W. Higby, Dan W. Figgins, Arthur A. Skinner, L. Clay Rusk, Homer R. Adcock, Merrill E. Kimberlin and W. Al Bell, partnership d/b as Ames Bcstg. Co., to Ames Bcstg. Co.

License for CP

KSMN Mason City, Iowa—License to cover CP new standard station.

AM—1320 kc

Davis Bcstg. System Inc., Lewiston, Me.—CP new standard station 1130 kc 250 w D. AMENDED to change frequency to 1320 kc, change power to 500 w.

AM—950 kc

Bunker Hill Bcstg. Co., Boston—CP new standard station 950 kc 1 kw D. Request facilities of WORL Boston. AMENDED to change power to 5 kw, make changes in officers, directors and stockholders.

Pilgrim Bcstg. Co., Boston—CP new standard station 950 kc 5 kw D. Request facilities of WORL. AMENDED re officers, directors and stockholders.

AM—1400 kc

Francis J. Darke, Saginaw, Mich.—CP new standard station 1400 kc 250 w unl.

AM—1300 kc

Missouri Valley Bcstg. Co., Marshall, Mo.—CP new standard station 1300 kc 500 w D.

AM—1490 kc

Ben J. Sallows, Alliance, Neb.—CP new standard station 1490 kc 250 w unl.

SSA—770 kc

KOB Albuquerque, N. M.—Extension of SSA 770 kc 25 kw-N 50 kw-D unl. for period starting 3 a.m. (EST) May 1.

AM—1230 kc

Belen Bcstg. Corp., Belen, N. M.—CP new standard station 1230 kc 250 w unl.

WLAN Lancaster, Pa.—Mod. CP change frequency etc. to change from DA-DN to DA-N and for extension of commencement and completion dates.

WLBG Near Laurens, S. C.—Voluntary transfer of control of permittee corporation from L. C. Barksdale, H. D. Gray, L. G. Balle, W. C. Barksdale, E. D. Esterby, R H. Roper and C. P. Roper to James C. Todd.

A. M. Respondek, Cuero, Tex.—CP new standard station 1600 kc 250 w D. AMENDED to change power from 250 w to 500 w.

Modification of CP

WMAZ-FM Macon, Ga.—Mod. CP new FM station for extension of completion date.

WFJS Freeport, Ill.—Same.

KDTH-FM Dubuque, Iowa—Same.

WEXL-FM Royal Oak, Mich.—Same.

KUBR St. Louis—Same.

Modification of CP

WAJR-FM Morgantown, W. Va.—Mod. CP new FM station to change ant. height above average terrain from 2 ft. to 11 ft. and make changes in ant. system.

Exp. TV Relay

WBEN Inc., Area Buffalo, N. Y.—CP new experimental television relay station on 6950-6975 mc 0.1 w, emission special for FM and hours in accordance with Sec. 4.131(b) and 4.163. Also CP new remote pickup station on 152.75, 152.87, 152.99, 153.47 mc 50 w, emission special for FM, hours in accordance with Sec. 4.403.

Modification of CP

WNHC-TV New Haven, Conn.—Mod. CP which authorized new commercial television station to change ERP from vis. 1.82 kw, aur. 0.957 kw to vis. 18.9 kw, aur. 9.45 kw.

TV—60-66 mc

Utica Observer-Dispatch Inc., Utica, N. Y.—CP new commercial television station on Channel 3, 60-66 mc, ERP vis. 15.5 kw, aur. 7.75 kw unl.

TV—204-210 mc

West Virginia Bcstg. Corp., Wheeling, W. Va.—CP new commercial television station on Channel 12, 204-210 mc, ERP vis. 32.49 kw, aur. 17.1 kw unl.

Modification of CP

KRLD-TV Dallas, Tex.—Mod. CP new commercial television station to decrease ERP from vis. 40 kw to vis. 15.3 kw, aur. not stated, extension of commencement and completion dates.

APPLICATION DISMISSED

AM—1260 kc

Frank Sinatra, Palm Springs, Calif.—CP new standard station 1260 kc 1 kw D. DISMISSED March 8, request of applicant.

TENDERED FOR FILING

TV—82-88 mc

Thomas S. Lee Enterprises Inc., d/b as Don Lee Bcstg. System, La Jolla, Calif.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 20 kw, aur. 10 kw.

TV—54-60 mc

New Orleans Television Co., New Orleans—CP new commercial television station on Channel 2, 54-60 mc, ERP vis. 14.685 kw, aur. 7.342 kw.

TV—82-88 mc

The Monumental Radio Co., Baltimore—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 16 kw, aur. 8 kw.

TV—174-180 mc

Independent Merchants Bcstg. Co., Minneapolis—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 25 kw, aur. 13 kw.

Assignment of License

WFAK Charleston, S. C.—Consent to assignment of license to George Graham Weiss.

March 15 Decisions . . .

DOCKET CASE ACTIONS

FM—100.7 mc

Announced order granting application of Unity Corp. Inc. for Class B FM station at Springfield, Ohio, subject to approval by CAA of trans. site and ant. structure, subject to Canadian objections within 15 days, and further subject to following channel assignment and cond.: 100.7 mc (Channel 264); 10 kw ERP; ant. height 175 ft. above average terrain. (Comr. Jones voting for further hearing in this proceeding.)

FM—105.3 mc

Announced order granting application of Unity Corp. Inc. for Class B FM station at Mansfield, Ohio, subject to approval by CAA of trans. site and ant. structure, subject to Canadian objections within 15 days, and further subject to following channel assignment and cond.: 105.3 mc (Channel 287); 7.25 kw ERP; ant. height 345 ft. above average terrain. (Comr. Jones voting for further hearing in this proceeding.)

Petitions Denied

Announced memorandum opinion and order denying petitions filed by Mansfield Journal Co. requesting rehearing and other relief and requesting recall of CP heretofore issued to Richland Inc. for Class B FM station at Mansfield, Ohio.

March 15 Applications . . .

ACCEPTED FOR FILING

AM—1380 kc

Kansas City Bcstg. and Television Co., Kansas City—CP new standard station 1380 kc 5 kw D. AMENDED to change name of applicant from Wendell Zimmerman, Carl O. Jones, Roy L. Morris and D. E. Varner, partnership d/b as Kansas City Bcstg. and Television Co. to Kansas City Bcstg. Co. Inc.

AM—580 kc

Buttrey Bcstg. Inc., Billings, Mont.—CP new standard station 580 kc 5 kw D. AMENDED to change hours from D to Unl., install DA-N.

(Continued on page 78)

New

DISTORTION AND NOISE ANALYZER

TYPE YDA-1

GENERAL ELECTRIC
DISTORTION AND NOISE ANALYZER
TYPE YDA-1

THIS new General Electric distortion and noise analyzer gives a convenient check on transmitter operation. It provides a quick, visible indication that your station is operating in accordance with required standards. The YDA-1 is also entirely suitable for use with the widely accepted FM and AM General Electric Broadcast Station Monitors.

The YDA-1 accurately measures total harmonic distortion and noise present on an audio frequency, particularly that present in laboratory and broadcasting equipment.

The unit may also be used as a sensitive voltmeter. Its sensitivity is of special advantage in measuring low level audio signals.

DISTORTION MEASUREMENTS:

Distortion range:	1, 3, 10, 30 and 100% full scale
Frequency range:	50 to 15,000 cycles per second in 5 ranges
Accuracy:	5% of full scale plus 1/10% distortion

NOISE MEASUREMENTS:

Noise range:	+2 to -80 db referred to 1 milliwatt on 600 ohms
Frequency range:	30 to 30,000 cycles per second
Accuracy:	5% of full scale

VOLTAGE MEASUREMENTS:

Vacuum tube voltmeter for general purpose measurements. Dial calibrated from +2 to -80 db referred to 1 milliwatt on 600 ohms.

For complete information on the YDA-1, and other precision equipments write: *General Electric Company, Electronics Department, Electronics Park, Syracuse, New York.*

165-G1

GENERAL ELECTRIC

Population Soars Over 145 Million

UNDER STIMULUS of an unprecedented annual birth rate increase and a continuing low death rate, the population of the United States last year experienced a record annual increase and rose to a record high in excess of 145 million persons on Jan. 1, 1948.

According to estimates released March 10 by J. C. Capt, director of the Census Bureau of the Department of Commerce, the increase during 1947 amounted to approximately 2,667,000 persons, and exceeded the previous record increase of 1946 by approximately 400,000. During the period between April 1, 1940, date of the last census, and Jan. 1, 1948, the population increased by approximately 13,700,000 persons, or 10.4%.

Provisional estimates of the population, including persons in the armed forces overseas for recent months are as follows: Nov. 1, 1947, 144,949,000; Dec. 1, 1947, 145,149,000, and Jan. 1, 1948, 145,340,000. The great population increase during 1947, according to Mr. Capt, was due largely to the rise in the number of live births during 1947, which was placed at approximately 3,908,000, a record never equaled in this country in the past. Continuation of a low death rate and a net immigration of about 215,000 persons also contributed to the large population increase.

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When you change your address please be sure to send us your NEW and OLD addresses at least two weeks in advance. It will assure you continuous, uninterrupted delivery of BROADCASTING Magazine.

260-HOURS CONTRACT
Rochester Department Store Signs for Year Over WARC

ONE-YEAR CONTRACT for sponsorship of 260 presentations of *Dawn Patrol*, a music, weather and news show aired 7-8 a.m., Mon.-Fri., over WARC Rochester, N. Y. has been negotiated by Sibley, Lindsey and Curr in Rochester, which claims to be the largest department store between New York City and Buffalo.

The radio campaign is part of an extensive promotion effort being undertaken by Sibley's under direction of store's advertising manager, Willard Campbell, who has mobilized all of firm's 2,450 employes behind the drive.

Mr. Campbell, who for three years conducted a similar campaign for a Hartford, Conn., department store, Fox's, over WTIC Hartford, and who assisted in preparation of the Joske Report on Retail Sales and Advertising, likens the Sibley broadcasts to machine gun fire in support of the "big gun" barrage. Big gun, he says, is Sibley's rotogravured *Tower Topics*, mailed eight times a year to 150,000 homes in Rochester and 15 surrounding counties.

The Sibley store was familiar with radio's advantages as an advertising medium before undertak ing its newest venture into thi field. It received a National Retai Dry Goods Assn. 1947 award fo its 15-minute women's program *Tower Clock Time*, on WHA Rochester. Announcement of th contract for sponsorship of *Daw Patrol* was made by Hav Nas and Assoc., Rochester.

Johnny St. Leger, "captain" o Sibley's "Dawn Patrol," consult Warcie, the weather bird, for fore casts in mock broadcast before Sib ley employes.

* * *

Speed Filming Possible With Portable Recorde

VIDEO PRODUCTION has gotte another boost with announceme of a portable wide-range tape re corder synchronized to film spee by William V. Stancil, head of th West Coast equipment firm bearin his name.

The unit, currently in produc tion, may be used in shooting fil as well as in projection of talkin films, according to Mr. Stancil. Th instrument, designed by Mr. Stan cil, utilizes a perforated tape an introduces high fidelity of soun to narrower gauge films.

According to Mr. Stancil, the new recorders will retail for approximately $1,000.

DESPITE financial difficulties employe of Canadian Broadcasting Corp. recei ing less than $6,000 a year are to re ceive a double annual increase April 1, according to CBC Gener Manager Dr. A. Frigon. Increases a to take care largely of increased co of living, and to take the place another cost-of-living bonus.

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• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

250 watt station manager in city of 16,000 population. Must understand all phases of managership including details of putting new station on air within the next six months. Salary and commission for progressive man. Give complete details as to experience, salary arrangement and at least three references in first letter. Midland Daily News, Midland, Michigan.

Salesmen

Transcription salesman now on road who would like to add weekly recording that will not conflict with present selling. Newly established news program, placed on more than ten stations first week by direct mail. Selling independents only. Confidential. Box 908, BROADCASTING.

Hawaii. Opportunity to spend three months in hustling Honolulu in grandest vacation spot in the world for topnotch salesman or sales couple. Permanent deal for those who qualify after three-month period. Living quarters guaranteed. Reply immediately, full details. Box 988, BROADCASTING.

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Here's an opportunity for the right man to make a key spot for himself in the midwest headquarters of a leading radio station representative.

You bring us thorough radio station or representative experience plus ability to develop and service worthwhile business.

We back you with an agency - respected organization, a small list of outstanding stations, and complete sales tools for intelligent representation.

Write fully, covering experience, personal data and salary required.

•

Box 944 BROADCASTING

Salesman. Experienced or learn radio sales with opportunity in all phases of radio. Drawing account against commission. WHOB, Gardner, Mass.

Help Wanted (Cont'd)

Announcers

Wanted immediately-English-announcer with first class phone ticket. Mutual affiliate, best of working conditions. $1 hour, time and half over 40 hours. Air mail disc KPOW, Powell, Wyoming.

Announcer-disc jockey, experienced adlib and well versed in participation shows. Disc and photo must precede interviews. WMMW, Meriden, Connecticut.

One announcer. One engineer or combination man for established network affiliate. Looking for permanent men. Good salary. Write or wire Don Hays, WWNR, Beckley, W. Va.

Announcer—5000 watt NBC affiliate expanding staff has opening one additional topflight announcer thoroughly experienced all phases programming. No beginners considered. Send audition disc and complete information, including expected earnings. WSAV, Savannah, Georgia.

Excellent future for versatile announcer, farm director, play-by-play sports announcer, copy chief and part time engineer at progressive southwest 1000 watt. Experience necessary. Box 976, BROADCASTING.

Announcer-engineer. Send disc, photo, references, background and financial requirements. WKWF, Key West, Fla.

Great opportunity young announcers trained control operation, large network affiliate, who can go anywhere. Write full details. Box 989, BROADCASTING.

Announcer—Pittsburg area independent needs two staff announcers strong on disc jockeying and personality shows, starting salary $220 monthly. Send discs, photo, experience Box 992, BROADCASTING.

Central California stations will have openings for top grade announcers with first phone licenses. Good advancement possibilities for men of ability, network affiliate. Good working conditions, minimum salary $72.50. Send full details, experience, and background together with voice record and photo. Box 862, BROADCASTING.

Progressive, aggressive network station, regional, needs experienced announcer for staff work, disc shows. $60 base, 48 hours plus good talent. Send disc and picture. Box 962, BROADCASTING.

Sports announcer by June 1—Experienced man to handle play-by-play baseball, football and basketball. Also, help part time announcing or news. KCRC, Enid, Oklahoma.

Good first class announcer-engineer needed at progressive station, phone or wire W. E. Harkness, WLBF, Leesburg, Fla.

Can You Wake Up
A Sleeping City?

WANTED — A "morning man" with enough air personality and salesmanship to make non-listeners turn on their sets and switch listeners in a big, competitive market.
Field is wide open. No station in town has one-man morning show. Good money for producer. Promotionally minded net affiliate in one of nations top ten markets in East.

In first letter tell us about your experience, type of work and proof of performance. If there's possibility of getting together will ask for disc and give you complete details in personal interview.

BOX 991, BROADCASTING

Help Wanted (Cont'd)

Technical

Chief engineer wanted. Must be thoroughly experienced, energetic, responsible, sober, neat and around thirty. Middlewest model 250 watt station. Has good crew and plenty of equipment. But we need a worker to get the technical kinks ironed out. Are you the man? Then write, stating past history and wages expected. Box 851, BROADCASTING.

Montana — Combination operator-announcer with good voice. Airmail photo, disc, KPRK, Livingston. Housing available.

Production-Programming, others

Complete staff now being organized for new 250 watt daytime midwest AM station. Applications being taken for program director, salesman, chief engineer, announcers. Send complete information with first letter. All replies confidential. Box 938, BROADCASTING.

Wanted—Experienced continuity writer for 10,000 w independent station. Submit samples of copy, qualifications and salary requirements with first letter to WCYB, Bristol, Va.-Tenn.

Wanted—Experienced radio news men with or without B.A. Degree, as lecturers or assistants in large midwestern school of Journalism while working for M.A. or Ph. D. Openings June and September. Write Box 971, BROADCASTING.

Situations Wanted

Managerial

IN ALL SINCERITY

Now general manager. Must go to warm climate due to 2 year old daughter's health. 35 years old, 13 years radio experience. Manager basic net station city 200,000 3 1/2 years. Best references. Available immediately as owners realize necessity of resignation. Most anxious for offer. Write Box 998, BROADCASTING.

Combination manager and commercial manager for small station or sales manager for larger station. Ten years practical experience. Family man. Civic-minded. Top references. Box 951, BROADCASTING.

Attention—Owners southern or west coast stations. Two Chicago radio executives desire permanent location west coast or south. Will bring profitable management in desirable community. Salaries reasonable, share profits, option on partial ownership. Box 964, BROADCASTING.

Need a manager? Eleven years experience all departments including assistant manager. Midwest preferred. Box 967, BROADCASTING.

Television executive. Available to right organization. Experienced in all phases commercial television programming since 1940. Desire program manager's position in midwest, or potential network origination point. Box 953, BROADCASTING.

Specialist in station operation seeks position as general manager. Bachelor's, Master's and Doctor's Degree in field of radio, veteran, experience in every phase of the business. Will build your audience and boost sales through scientific planning. Box 970, BROADCASTING.

Assistant manager—Six years experience all phases radio, primarily in sales. Permanent. References. Box 980, BROADCASTING.

Manager—Now assistant manager-program director, metropolitan ABC affiliate. Second highest Hooper in eight station city. Experience includes sales KMBC Kansas City. Top references. Any size station and market considered. Results guaranteed. Box 975, BROADCASTING.

Station manager with license. Would like to discuss position with you; can sell, announce, experience in all lines of broadcasting work. Interested in permanent position. Box 961, BROADCASTING.

Manager. Man with successful record both sales and programming wants permanent connection station manager, prefer city under 100,000. No armchair executive but healthy active man who can sell both local and national business. Successful ideas for programs that bring both listeners and sales. Compensation based on salary and share of profits. Box 995, BROADCASTING.

Manager — Young, ambitious, capable. Thorough background in sales, programming, promotion. Prefer middlewest or west. Personal interviews arranged. Box 979, BROADCASTING.

Situations Wanted (Con't)

20 year man! Nationally known executive-manager, seeks return to the "grea northwest." No job too large or small For details—write details to Box 2 BROADCASTING.

Station manager—$150 weekly and percentage arrangement. Nine years broadcasting experience, both station an agency. Highest references. Box BROADCASTING.

Announcers

Experienced announcer, console operation, excellent newscaster and tim salesman. Present employment prove announcing and sales record. Prefe eastern states. Married, available March Box 848, BROADCASTING.

Announcer, 7 years experience, desire all night disc jockey, past experience is proof of ability. Excellent mail pul Single, reliable and sober. Salary i no object. Will go anywhere. Now employed. Details on request. Box 8 BROADCASTING.

News and special events. Top networ news, announcing and executive background. Now executive. Wish to relocate in east by early spring. ET, phot and details upon request. Box 92 BROADCASTING.

Attention Chicago studios, disc jocke with good UP show, high Hoope Pleasant voice. Arrived Chicago Marc 8. Wire now for personal intervie Residence already established. Box 93 BROADCASTING.

Announcer, married, 25, graduate Ne York's leading radio school. Trave Personal interview 300 mile radiu Parkersburg, W. Va. Box 948, BROADCASTING.

Announcer, 8 years experience. Desire steady position in northeast. Box 95 BROADCASTING.

Experienced announcer; sports, news production. Must be AFRA or comparable scale. Family. Presently employed with excellent references. Box 954, BROADCASTING.

Announcer, single, vet, graduate Columbia College, Chicago. Wishes experience and further on-the-job trainin Ambitious, permanent. Will trav available immediately. Box 955, BROADCASTING.

Young announcer. Experienced, versatile. No genius, but promise top-notc work for decent salary. Married, dependable, sober. Box 958, BROADCASTING

Have I reached the limit of my ability Want Texas or southwest, where effor are rewarded. Six years experience. Ambition? Radio-Box 973, BROADCASTING.

Announcer—Vet, 22, single. Professionally trained all phases Chicago schoo Conscientious, ambitious and eager t learn. Desire western location. Dis photo on request. Bert Sailer, 912 Wilson Ave., Chicago, Illinois.

Announcer—Bachelor, veteran, formerl AFRS-Peiping, speaks German, Spanish Cantonese, Manderin, widely travele Europe, North America, Orient; know news, music (Bach to be-bop), scripting, continuity, directing, programming Educated U. of Chicago, Columbia. Has covered on-the-spot news via wire-recording, special events, remotes, tennis track, baseball, polo. Some acting experience, also USO. Young, able, no head-against-the-wall complex. H. B Gottschalk, 5034 S. Woodlawn Ave., Chicago 15.

Experienced announcer desires job anywhere in U. S. Talent preferable. Information on request. Write Odea Frank George, 1550 E. 63rd St., Chicago 37, Illinois.

Announcer-operator-salesman — experienced, vet, 26 married, now employe desire change. Sober, reliable, unlimite ambition. Travel anywhere. Details o request, all replies answered. Box 9 BROADCASTING.

Announcer—married, 25, some experience, well trained, pleasant voice. Tw years college. Can write continuit Disc on request. Box 984, BROADCASTING.

Experienced announcer. Single, sobe industrious. Desires Georgia or abov Mason-Dixon. Box 981, BROADCASTING.

Accredited news-sportscaster with ove six years mike experience seeking permanent midwestern or eastern connection. Box 978, BROADCASTING.

Situations Wanted (Con't)

Desire position as staff announcer on progressive station. Graduate of School of Radio Technique, New York. Disc submitted on request. Allen Kronold, 172 East 79th St., New York, N. Y.

Experienced announcer-program director. Young, college grad. Box 977, BROADCASTING.

Tired of specialists who can't handle routine? Topflight announcer, newsman, ten years key stations, desires eastern connection. Box 999, BROADCASTING.

Announcer, seven years experience, three on 50,000 kw, wants position in southwest. Box 996, BROADCASTING.

Announcer. Experienced news, sports, music. Ready to travel for live audition. Over four years experienced before and behind mike at key NY station. Single, university grad, 23, minimum salary $60.00. Box 994, BROADCASTING.

Announcer—Single, 24, veteran. Have some experience. Phone or write Ed Bradley, WSSV, Petersburg, Virginia. Phone 3881.

Looking for a man? Announcer, single, personable, professionally trained all phases radio, leading New York school. Will travel. Disc, photo on request. Jack Polmer, 1387 Jesup Ave., Bronx 552, N. Y. Jerome 7-5189.

Technical

After six years will consider leaving position as engineer California kilowatt, if offered similar elsewhere in S. C. plus possibility of advancement. Box 956, BROADCASTING.

A chance to solve your vacation problems. 6 years licensed first phone experience AM, FM and TV; good man for new installation; excellent educational background. Available June 5 to Sept. 20. At present continuing education at eastern university. Box 960, BROADCASTING.

An engineer with a future wants to contact a station with a future. A young family man, two years transmitter experience, graduating from Purdue in June. Making broadcasting lifes work. D. L. Ackworth, R.R. #9, Lafayette, Indiana.

First class operator. Active ham. Available. 609 S. 85th St., Birmingham, Alabama.

Chief engineer—Married, one child wants permanent position. 6 years AM, 1 year FM. Installation, operation and maintenance. Available at once. C. W. Jones, 910 N. 25th St., Paducah, Ky., Phone 3045M.

Technician. 1st phone. Grad RCA Institutes. Vet, 26, single, will travel. Harold Fraitag, 1 Caryl Ave., Yonkers, 5, New York.

First phone transmitter operator, one year experience, wants any type of broadcasting job. $50 minimum. Box 969, BROADCASTING.

Chief or engineer in sub-tropics. 26 years communications engineering research. Maintenance, installation, operation. Box 982, BROADCASTING.

I'd like a chance in radio. Experience and training more important than salary. Veteran, single with 6 years college training in engineering, no degree. Interested in announcing and control room work until I receive my first class radiotelephone operator's license. Now preparing to take home study course in radio engineering. Will be pleased to send any information, photograph and audition disc. James M. Reilley, 709 Paxton Street, Centralia, Pennsylvania.

Construction and/or chief engineer, thoroughly experienced, available short notice. New England or New York state. Box 731, BROADCASTING.

Engineer. 1st phone. Graduate RCA Institutes. Go anywhere. Available immediately. Box 993, BROADCASTING.

Engineer, currently employed in station, must move to dry climate due to asthma contracted overseas. Specialization, backed up by Navy Electronics technician, broadcast and amateur experience, is transmitter installation, maintenance, operation. Also, some experience nemo, recording, control room. Single, excellent references. Box 990, BROADCASTING.

Production-Programming, others

Program director—has made enviable record on AM-FM network affiliate, now seeking better connection. Fine programming background. Box 3, BROADCASTING.

Situations Wanted (Con't)

Continuity writer or director—Young woman; 23, single, college graduate. Seek place on staff of up-and-coming network affiliate in a sizeable city. Versatility, experience, ideas—and that impetus to "do the job right"! Box 912, BROADCASTING.

Musician-farmcaster. Unusual fellow-unusual combination. Radio experience: 11 years voice, piano, platter in Pacific Northwest. Farm experience—Degree in agriculture, 8 years running my own farm, sold just before the "break". Audition disc? Yes, but being a family man I just want to send it to stations where prospects are steady. Box 931, BROADCASTING.

New opportunity wanted. Five years in radio have taught me the value of hard work and attention to job. In present job two years, as program director; career covers extensive work in sports play-by-play; all types of announcing and production. Will listen to any reasonable proposition. Box 932, BROADCASTING.

Young woman, 28, single, 11 years experience in radio scripting, programming and broadcasting, newspaper writing, publicity and promotion, desires station staff position. Salary worthy of experience and capabilities. Box 945, BROADCASTING.

Want a real worker? Young female desires job in northwest as copywriter-announcer. Personality, experience. I like people! References that leave me humble. Box 946, BROADCASTING.

Publicity-promotion director. 9 years experience, continuity - programming. Hard worker, team man, references, available immediately. Box 949, BROADCASTING.

Public relations representative for large radio chain, fine business background in executive and sales, ability to meet public, good voice, good references, desires connection with station in south, southwest or west. Box 952, BROADCASTING.

Program director—6 years programming, production, news, special events. 2½ years as executive. Top references. Midwest. Box 957, BROADCASTING.

Veteran White House correspondent for national radio news gathering association seeks top connection with grass roots radio station; made all trips, foreign and domestic, with Truman; covered White House for three years on eight hour daily basis; five years covering every beat in Washington; fast writer and editor; young, energetic, college graduate, go anywhere, but prefer south or even tropical climate. Box 959, BROADCASTING.

Willing to gamble $35 a week on a hard worker with ideas? Continuity, program-production preferred. No job too small. Three years campus station-writing, program-production, announcing, and sweeping out studio. Columbia College graduate. Married, veteran, 22. Available June 2. Box 963, BROADCASTING.

Young woman wants writing, announcing, music job in home state Montana. Experienced, capable, dependable. Excellent references. Box 947, BROADCASTING.

A-1 program director with fine reputation available to do outstanding job for progressive station. Sharp competitor. Will build you a strong Hooper. Creates highly salable shows and helps sell them. Twelve years successful experience with prominent stations. One of best idea men in radio. Superlative showmanship. Skilled in audience promotion. Capable organizer and administrator. Active in community affairs. Good sales personality. Stable family man with top references. Write or wire Box 966, BROADCASTING.

Newsman—Well experienced gathering, rewrite, special events, production; good commercial voice. Married, steady but not stagnant. Now employed. Box 968, BROADCASTING.

Versatile women's and children's program director. Copywriter. Prefer southeast location. Personal interview desirable. Contact Pat Garrison, 2661 20th Place West, Birmingham, Alabama. Telephone 6-6554.

Ten years experience program director-announcer-producer metropolitan radio; programming classical, popular music; dramatic production; news, staff announcing. Excellent for progressive station as program director or combination man. Stable, hard working, educated, will travel. Box 974, BROADCASTING.

Situations Wanted (Con't)

Program director, seven years experience all phases, 5000 and 50,000 kw stations, desires connection southwest or west. Box 997, BROADCASTING.

Copywriter — Five years station and agency experience. Sales-compelling commercials, variety shows, documentaries, musical continuity, television commercial, national air credits. Single, 30, vet. Box 986, BROADCASTING.

Program director, announcer, producer. Twelve years radio background covers all phases of AM and FM. Primarily interested in station with television because of theatrical background. Box 985, BROADCASTING.

Veteran wants break! 6 months experience, know station routine; appealing voice; write continuity and graduate of leading N.Y. announcers school. Forget all this. I want to start from the bottom. Will travel anywhere, only liveable wage asked. Box 983, BROADCASTING.

Schools

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Style's School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Far qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St. N.Y.C. Longacre 4-0340.

Employment Service

Good news—Good stations have many good jobs open for good steady employees. R.R.R., Box 413, Philadelphia.

For Sale

FOR SALE
SOUTH TEXAS

250 watt-fulltime network outlet, well - established and making some money, but could be good producer under the direction of an owner who would come, live and be a part of the community. Station has excellent reputation with all civic groups in the city. Large business center to draw from. Studios and offices in excellent condition. Fine living conditions. Price $85,000.

Contact the nearest office of exclusive representatives

BLACKBURN-HAMILTON CO.
Radio Station Brokers

WASHINGTON, D. C.
James W. Blackburn
1011 New Hampshire Ave. NAtional 7405

DALLAS
Clarence E. Wilson and Philip D. Jackson
Mercantile Bank Bldg. — Central 1177

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St. — Exbrook 2-5672

250 watt transmitter excellent condition two years old, spare tubes, first $1300.00 takes it. Box 965, BROADCASTING.

For sale—Two Gates, model CB-10 turntables with vertical heads and G.E. varible reluctance heads. Good condition. WJMX, Florence, S. C.

Seven 200 pound coils solid, bare medium drawn No. 8 copper wire, 4000 feet to the coil, suitable for antenna ground systems. New-in original wrappings. Surplus after extensive directional job completed. Will sell at cost price. WDEV, Waterbury, Vt.

For sale—One RCA 311AB monitor crystal for 1400 kc in holder. One RCA TMV 1298 crystal and holder for 1400 kc. One Weston O-2 425 RF ammeter external thermocouple (repaired). One Weston O-2 425 RF ammeter external thermocouple (new). One Weston O-2 425 RF ammeter internal thermocouple (repaired). One Weston O-2 ammeter internal thermocouple (new). Following UTC chokes and transformers, PA-108, PA-109, PA-126, LS-55, LS-5, LS-66, LS-82, PA-311, PA-104, PA-105, Collins lighting choke (new). Make an offer for all or part to R. Sanford Guyer, WBTM, Danville, Va.

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Trained personnel available for all phases of studio work.

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Address____________________________

City__________________State___________

For Sale (Cont'd)

PT-250 custom built radio transmitter, extra well built, conventional FCC approved circuit; runs steady and true with absolute minimum trouble. Used pair 810's in final PP of 250 watts. Highlevel 838's class B modulators complete with full set of tubes and some extras. Also, WE (modified) FCC approved frequency monitor. Also well-built, neat and compact composite speech input console. Well engineered. Also, approximately 150 feet 4-leg self supporting steel tower standing on site. Heavy gauge steel tower standing on site. Heavy guage steel, sturdy for general purposes. Also, one 1000 watt beacon top light. Practically everything needed for a new 250 watt station and modestly priced for entire lot. Station KRLC, Lewiston, Idaho.

For sale—New towers, any height, immediate delivery. We also erect and service towers, coast to coast. Write, wire or phone 8503. John Greene, Mid-South Tower Company, Southern Pines, N. C.

250 ft. Truscon triangular self-supporting tower, complete with base insulators, top beacon and traffic lights. New bolts and new lighting cable will make like new. Dismantled, ready for shipment FOB. Dubuque, Iowa. Write or wire Dubuque Broadcasting Co.

250 watt transmitter. WE 310-B. Adjusted for 250-100 watt operation. Includes tubes and many spare parts. Available immediately to highest bidder. WKAT, Miami Beach, Florida.

For sale—Absolutely new Wincharger type 300, 360′ tower, including A-4 lighting, 1 extra set metal earth anchors, 1 top guy set and mounting plates for GE 6 bay FM antenna. Also new General Electric type BY-6-A, 6 bay FM antenna complete for installation atop Wincharger type 300 tower. Tower, FM antenna both stored and ready for immediate delivery at cost price of $11,413.50. Write, wire or call collect, Chief Engineer, WORD, Spartanburg, S. C.

For sale—Federal 3 kw FM transmitter, in excellent condition. Available immediately at a substantial saving.

Radio Station KWK
St. Louis, Mo.

Muzak franchise in fast growing industrial city of 235,000. Sound investment at $25,000, half cash. Joseph C. McClure, 102 E. 14th, Jacksonville, Florida.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

For Immediate Sale

Model 30 deluxe Gates console, 1944 model. All new switches. In excellent condition. First check for $500.00 takes it.

Radio Station WROX
Clarksdale, Mississippi

188 ft. Lingo guyed tower complete with guys, plates, insulators, standard lighting. 1 RCA lighting choke. 1 General Radio frequency monitor crystal for 1340 kc. 1 RCA TMV-129B crystal and heater for 1310 kc. 1 Collins 26-C limiting amplifier. All in good condition. Make offer. WSAV, Savannah, Georgia.

Limiting amplifier, variable input and output gains, meter switch and VI, rack mounting. $219. 3 Paraflux heads lateral and vert. 3 arms and 5 position equalizers and switches, complete. $199. KEEN, San Jose, Calif.

Dry air pump for pressurizing coaxial antenna lines, consisting of hand operated pump, cylinder, pressure gauge 0 to 30 lbs., rubber hose with connector, rubber gasket and and two jars of silica gel. In original factory package—$18.50. Also RG 18/U—30c per ft. Marlan Corp., 3634 S. May St., Chicago 9, Illinois.

THAT'S A "CARDINAL" tie being presented ironically to Larry Ray, sports director of KCKN Kansas City, following announcement that he would broadcast play-by-play of Kansas City Blues baseball games again this season. Sealtest is the sponsor, R. J. Potts-Calkins & Holden the agency. Watching Mayor Clark E. Tucker (second from l) protesting the "Cardinal" theme instead of a tie for the "Blues" are (l) Sam Manne, manager of Kansas Service Growers; Gene Dennis, agency radio director, and (r) Russell J. Atkinson, food buyer, Associated Grocers; Lilliard Guthrie, treasurer, The Pla-Mor Inc.

CENSUS

Falling Market Seen For Extreme Styles

A RELATIVELY LARGE increase in elderly persons will shrink demands for extreme styles in consumer goods in a population which will have reached 166,000,000 by 1975, according to conclusions reached in a forecast published by the Census Bureau.

The report was prepared by P. K. Whelpton, associate director of the Scripps Foundation for Research in population problems, Miami U., Oxford, Ohio, with the assistance of Hope Tisdale Eldridge and Jacob S. Siegel of the Bureau.

United States population figures expected in the future by age, sex, color, and nativity, according to different sets of assumptions about trends in fertility, mortality, but not immigration, are presented in the study, titled "Forecasts of the Population of the United States."

Total population will increase from 145,000,000 Jan. 1, 1948 to about 166,000,000 in 1975, assuming medium decreases in birth and death rates and a net immigration of 100,000 persons a year are prevailing factors, according to the forecast.

Although it is unlikely that all conditions will be so favorable, the 1975 population may be as large as 185,000,000. This would be the result of a small decline in the birth rate, a large decline in the death rate and net immigration of 200,000 persons per year, the report says.

An increase in the number of elderly persons (65 or older) is expected. At present there are 11,000,000 in this age bracket and by 1975 there probably will be between 17,000,000 and 20,000,000, depending primarily on how rapidly death rates are reduced, the report forecasts. This would represent a gain of 6,000,000 to 9,000,000 or 54% to 82%.

Since it is generally believed tastes of many people become more settled with age, manufacturers may find a slackening of demand for extremes in consumer goods along with increased demand for things used chiefly by older people.

The population may reach its maximum size within 20 years, then begin to decline to a point of 151,000,000 in 1975 in the event of a large birth rate decline, a small death rate decline and little or no immigration, the authors say. They contend this seems unlikely, however.

Copies of the report are being published and will be sold by the Superintendent of Documents at 45 cents a copy.

For Sale (Cont'd)

Presto 40-A portable preamplifier. Multiple input impedance, output 500 ohms. $75.00. Also, Presto 85-E portable recording amplifier with high frequency equalizer. Input and output impedances 500 ohms. $250.00. Price combined $300.00. Rocky Mountain Radio Council, 21 East 18th Ave., Denver 2, Colorado.

Wanted to Buy

Station wanted—General manager network station, program director independent, want to team up. What will $20,000 cash buy? Box 903, BROADCASTING.

Low (old) band FM transmitters wanted. Please state power, manufacturer and condition. Box 972, BROADCASTING.

Miscellaneous

Disc jokeys! Fresh comedy patter! Guaranteed laugh provokers! Introductory collection, $10. Kleinman, 1735 N. Bronson, Hollywood 28, Calif.

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Los Angeles 27, California

WNYC, New York City's municipal station, is accepting applications for 15 engineering positions. Applications may be obtained from Municipal Civil Service Commission, 96 Duane St., New York, and must be filed in person before March 30, 1948, at 4 p.m.

XECR MOBILE STATION PLAN GETS FCC OKAY

MEXICAN Government plan to set up XECR as roving mobile station, with operation on 1060, 1460 and 1480 kc, was agreed to by FCC with reservation that objection could be raised later if interference to U. S. stations is reported.

The operation would last only through 1949, according to Mexican officials, and would entail about 10 days of broadcasting from each of some 50 towns, using the frequency best suited in each instance.

Since the operation would be for a limited time, it was pointed out that there would be no claim for priority of those channels. Purpose of the plan is not indicated, although it is believed to be a government educational project.

Armour Luxor Cosmetics Business Goes to Lever

LEVER BROS. Co., Cambridge, Mass., has purchased the Luxor cosmetics business from Armour & Co., Charles Luckman, Lever president, has announced. Sale of the business, which grosses between $1,500,000 and $2,000,000 annually becomes effective July 1, after which Lever Bros. will market Luxor items.

Mr. Luckman stated that the Luxor business will be carried on by the Pepsodent division of Lever in Chicago, which already distributes Lever toiletries to drug, syndicate and department stores.

This marks the second Lever Bros. purchase of a cosmetics firm. In July 1947 the firm bought Harriet Hubbard Ayer Inc., which now operates as a separate subsidiary of the company.

Harley C. Renollet

HARLEY C. (HAL) RENOLLET, 46, agriculture director of KOA Denver since October 1944, died March 11 of a cerebral hemorrhage suffered earlier in the day.

Mr. Ronolett

Mr. Renollet, a native of Paulding County, Ohio, for nine years was vocational agriculture instructor at Brookville High School in Montgomery, Ohio, and from 1935 to 1944, he served as 4-H Club leader in that county. In January 1944 he was county agricultural agent of Butler County, Ohio, before joining the NBC station. Surviving are his wife, Edna, and daughter, Martha Bess, 7, of Denver, and a daughter, Mrs. Robert Barnes of Boulder, Colo.

"WORLD WORDS," a guide on pronunciations of names in the news compiled by CBS speech consultant W. Cabell Greet, is to be published April 5, CBS has announced. Edition contains 50,000 entries, or twice as many as the last guide published in 1944.

LOUIS E. SMITH has been appointed merchandising manager for **WOAI** San Antonio, Tex. He succeeds **BEN J. KERNAM,** who resigned to become advertising manager of Studer Photo Co.

ERIC W. PAPE has been appointed publicity director of WAVZ New Haven, Conn.

DORIS BURKE, formerly of WPDQ Jacksonville, Fla., has joined public relations staff of Bremer Broadcasting Corp., owner-operator of WAAT, WAAT-FM, and WATV Newark, N. J.

F. C. STRAWN, publicity and promotion director of KCMO Kansas City, Mo., has been initiated into Kansas City professional chapter of Sigma Delta Chi, Kansas City Press Club.

Promotion

Speech Tournament

SPEECH TOURNAMENT to help foster consciousness of good speech and its importance among young people has been announced by co-sponsors WGAR Cleveland and Western Reserve U. The new high school speech competition, known as First Annual WGAR-WRU Speech Tournament, will be held in Cleveland during April and May. Project is combination of university's annual speech tournament and WGAR's annual declamation contest. Winner of grand award will receive four-year scholarship at WRU and part-time employment at WGAR. Winners in each of four divisions into which competition is divided will receive Gruen Curvex wristwatch. Preliminary contest will be held at WRU April 17, and beginning May 1 for four successive Saturdays, WGAR will broadcast finals in each division. Invitations have been sent to over 400 high schools in 22 counties.

KOMO Open-House

"A GREAT radio station heralds the future, today" was theme used by KOMO Seattle in promoting its open-house which attracted more than 20,000 persons to station's new studios during four days following official opening. Story of its new modern facilities was told to public through outdoor poster panels, street banners, transit car cards, space in 14 daily newspapers in western Washington and Canada, including special ten-page section in Seattle Times, plus brochures for trade and public. Station's regular promotion staff was augmented by its agency, Mac Wilkins, Cole & Weber, and specially retained services of Hiddleston, Evans & Merrill. Promotional high spot was the special radio section in the Times. Cover featured invitation to public by KOMO and inside was full-page ad, sponsored jointly by Seattle's eight stations and featuring catch-line, "Radio Belongs to You."

Brer Rabbit Party

CANDY and ice cream social, called Brer Rabbit party, was held early this month at studios of WGAY Silver Spring, Md., under joint sponsorship of that station and Hecht Co., local department store. Over 200 children attended the party. Two weeks before event WGAY began broadcasting three spots daily, transcribed by Program Director Ernie Tannen in Uncle Remus dialect. Each day Uncle Remus told his young listeners of whereabouts of Brer Rabbit, bringing him closer to Silver Spring each day. During party, which was aired by WGAY, Brer Rabbit appeared in form of actor dressed in rabbit costume. Following broadcast, Brer Rabbit led parade of some 30 cars from studios to Hecht Co. store, where he was ushered into special "rabbit paradise" erected for him. He will be in the store until Easter talking with boys and girls who visit him.

KFI Thread

TYING in coverage of several feet of thread with coverage made possible by many feet making up its new vertical antenna (750 feet), KFI Los Angeles has issued to the trade promotion letter to which is attached spool of brightly-colored thread. "Anybody can use thread," letter reads "and 750 feet of thread would take care of lots of buttons and patches . . . and 750 feet of antenna makes ours the tallest in this part of the country."

'Open for Business'

ONE-PAGE promotion letter, "Open for Business," has been sent by WCAU-TV Philadelphia to agencies, advertisers and sales representatives of the new outlet. Attached to the letter were rate cards and proofs of a full page ad in the Philadelphia Bulletin, announcing the opening March 1. In the letter, G. Bennett Larson, WCAU director of television, points up station's power and tower height as weapon for sponsor desiring to reach Philadelphia market with sales message. He concludes by saying a sales representative of the station will make personal call on would-be sponsors or agencies to explain advantages to be gained by participating in television immediately.

WNYC Pamphlets

PAMPHLETS calling attention to current health series on infants, aired over WNYC New York, will be included in the "New York City's Baby Book—a Handbook for Parents" which is to be distributed by Health Dept. to parents of all new-born babies. The 136-page volume and promotional pamphlet will accompany birth certificates mailed by the Health Dept.

Host to Philco Dealers

AS PRELIMINARY promotion prior to opening of WTVR Richmond, now under construction, station played host to some 100 Virginia Philco dealers at special meeting early this month. Designed to allow Philco officials to explain their developments in field of television, this meeting was first of series planned by WTVR in cooperation with television set manufacturers. Wilbur M. Havens, WTVR general manager, welcomed the guests and Fred Ogilby, sales manager of radio-television, Philco Corp., spoke on firm's activities in the field. Newsboys rushed into the meeting bearing extras of afternoon paper showing pictures of Philco sets and announcing that Philco television had come to Richmond. As entertainment and to preview what station plans in programming, WTVR presented two-hour program which dealers viewed on special Philco receivers placed throughout the meeting room.

WOAI Folder

FOUR-PAGE folder on audience-participation program titled "Were You Listening?" heard over WOAI San Antonio, Tex., has been prepared and sent out by that station to national, regional and local agencies, clients and the trade. Cover presents sketches of products given as prizes on show. History of the program, sample questions used in format, and comments from participating firms are shown on inside spread, along with photos made at broadcasts. Folder is printed in brown and green on ivory stock paper. Final page consists of reviews and comments on the program appearing in trade press.

'Leap Year Bride'

OLDEST "Leap Year Bride" was subject of contest recently conducted by WHWL Nanticoke, Pa., under sponsorship of local merchants. Station asked listeners to write in information on their Leap Year marriage, offering prize of complete Easter outfit to the oldest bride. Far from being a novelty, station found there were many Leap Year brides, and contest seem doomed to end in a tie. Further investigation, however, revealed that of two final contestants, one had been married at 9 a.m. and the other at 3 p.m. So slim margin of six hours determined the winner, who received complete outfit, from hat to shoes, presented by local merchants.

Announces Power Increase

PROMOTION SHEET has been distributed by KTRN(FM) Wichita Falls, Tex., telling of its increase in power from 3,800 w to 28,000 w. Printed in black and white, newspaper-size sheet shows station's studio with FM tower reaching into clouds, map of stations coverage and picture of its transmitter. Inscription, "Clear as a . . . bell, KTRN," is written across top of sheet. Advantages of FM also are discussed.

Radio Style Show

RADIO STYLE show was held by WTMA and WTMA-FM Charleston, S. C., when they celebrated their increasing power to 5,000 w AM and 15,000 w FM. Eleven radio distributors were represented and displayed newest AM and FM sets. Special feature was demonstration of FM's resistance to static when a Ford coil with antenna was set to produce an electrical discharge simulating lightning. Door prizes consisting of table-model radios, record albums, and electrical appliances were given away, with grand prize of a Sonora Console combination awarded to person writing best 25 word statement on "Why I Like FM."

Display on Tour

CIRCUIT showing of window display of WCSI(FM) Columbus, Ind. has been arranged by that station. Display will remain in local furniture store in Columbus until March 23 and then move on to other cities in Indiana for period of two weeks in each city. Merchants cooperating with station's display are given courtesy announcements. Station also has sent letters to principals of all high schools in southern Indiana in conjunction with new membership enrollment drive for afternoon teen-age show, "The Music Makers Club." Letters outline activities of club and what it does for students.

NBC Guide

NEW NBC PROGRAM guide, "On the Dial," making its debut this month, replaces former selective guide to radio programs, "This is the National Broadcasting Co.," which ceased publication in October. Restyled guide indexes current and future NBC programs under general subject headings, and also includes biographies of personnel and backgrounds of programs. Folders are to be distributed to Congressmen, heads of national organizations, radio councils, educators, etc.

Treasure Island Search

MORE THAN $20,000 in merchandise will be awarded winner on new contest on "Jack Gregson Show" heard in western states and originating at KNBC San Francisco. Contest is search for "Treasure Island," an island somewhere in the world to which identifying clues are given each week. Two parties are called by telephone on each program and first to correctly locate the island will win. To qualify contestant must submit in 25 words or less reason for supporting American Cancer Society.

Comment Campaign

TO INTRODUCE Post's Grape-Nuts Wheat-Meal, General Foods Inc., New York, has launched a "money-back-for-comment" campaign over its "Portia Faces Life" weekday series (NBC, 5:15-5:30 p.m.). Users, after submitting comments on the new product, will get the purchase price back. Promotion will end May 1. Young & Rubicam, New York, is the agency.

WEEK Car Cards

CARICATURES of NBC stars are being used by WEEK Peoria, Ill. in car card advertising series. Silk-screen cards are done in three-color combination and feature drawing of NBC personalities, time of each show and banner reading, "Now on WEEK, 1350 on Your Dial."

Katz Brochure

WITH its cover designed as piece of sheet music, four-page colored folder prepared by Katz Agency, New York, describes new Thursday night musical show, "Song in Our Hearts," on WFIL Philadelphia. Presentation gives information on the time, talent, format, and cost of the 25-minute program.

EFFECTIVE with April issue, WGNB (FM) Chicago program booklet, heretofore offered free upon request, will be available through yearly $1 subscription. Charge resulted from rapid increase of FM sets in Chicago area, station said.

ANECDOTES on early days of radio at KYW Philadelphia are told in article featured in March issue of "Sir" magazine. Titled "How I Helped Start Radio," piece is written by Morgan L. Eastman, first manager of KYW Philadelphia.

North
East
West
South

FIVE

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IRE Meeting Starts; 15,000 to Attend

MORE THAN 15,000 radio engineers and guests are expected to attend the conclave of the Institute of Radio Engineers which opens today (March 22) at the Hotel Commodore and Grand Central Palace in New York, and is slated to continue through Thursday, March 25.

A total of 185 radio and electronic equipment manufacturers will display apparatus valued at more than $6,000,000 in the vast Grand Central Palace. At the opening technical session, set for 2:30 this afternoon, IRE members will describe new tubes and circuits for use in home receivers, particularly FM, to reduce the cost of sets without sacrificing efficiency.

One of the papers to be read outlines a new method of broadcasting by supersonic sound beyond range of human hearing, which reportedly eliminates noise. Requiring no vacuum tubes, this system is known as "reflected power" communication.

On Tuesday evening a panel of experts from the Atomic Energy Commission and the Research and Development Board of the Dept. of Defense are scheduled to discuss the role of electronic devices in atomic research and development. Wednesday morning will be devoted to "Advances Significant to Electronics," a summation of the present and future of the electronics field.

TELEVISION and FM radio set servicing and installation courses, including laboratory exercises with video and FM equipment, have been added to radio servicing curriculum of YMCA Trade and Technical School of New York City. The 50 weeks course, to be offered Mon. Tues. and Thurs., starts April 5, in radio laboratories of Walter Hervey Junior College, New York.

News

WALTER ENGELS, member of New York News picture staff for 14 years, has been appointed head of local newsreel division of WPIX, News' television station which is scheduled to begin operations in New York June 15. He will be assisted by **JAMES FREZZOLINI**, electronics engineer, formerly with New York Daily Mirror. **PAUL KEOUGH** and **AGNES MOSS** have been named to WPIX newsreel editing department as newsreel editor and film cutter, respectively.

DONALD S. CORDRAY, former newscaster and special events announcer at WAKR Akron, Ohio, has joined news staff of WJR Detroit. Mr. Cordray, veteran of 14 years AM and TV experience, has done writing, announcing, producing and special events. He formerly had his own commercial television program.

JOHN COLE has joined news staff of KCMO Kansas City, Mo.

Mr. Miller

MILTON MILLER, veteran newspaperman and sportscaster, has signed to do series of sports programs devoted to soccer under sponsorship of Munzenmaier Baking Co., Corona, L. I. He will be regular guest on Munzenmaier's Sunday programs over WWRL Woodside, N. Y. and WHOM Jersey City, N. J. Mr. Miller formerly conducted sports programs over WBRE Wilkes-Barre, Pa., while sports editor of Wilkes-Barre Record and later did weekly soccer program on WHN New York. He has appeared on local and network sports programs and has handled telecasts of soccer games over WABD and WCBS-TV, both New York. He is managing editor of Eastern Soccer News and his soccer column is syndicated in many newspapers.

HOWARD K. SMITH, chief of CBS European news staff, has been named to five-member board of consultants to American delegation at United Nations Freedom of Information conference to be held in Geneva starting March 23.

Mr. Kerby

PHIL KERBY, news editor of KGHF Pueblo, Colo., has won top honors in radio news division of Denver Press Club's first annual Awards of Merit. He was cited for alertness, imagination, selectivity, speed and fullness in his coverage of Colorado State prison break last December. Mr. Kerby is former staff member of Denver Post and San Diego Daily Journal. He is currently on leave from KGHF, and is editing Rocky Mountain Life Magazine.

ALVIN D. BAUER, former assistant county agent for Okanogan County, Wash., has joined KALE Portland, Ore., as farm service director. He succeeds **BURTON HUTTON**, who resigned to become assistant state supervisor for 4-H Clubs of Oregon. While in Okanogan County, Mr. Bauer planned and directed farm service programs for KOMW Okanogan.

Mr. Frances

AL A. FRANCES, formerly with Merriam & Martin, Cleveland public relations firm, has been named news editor of WHBC Canton, Ohio. He previously was news editor of WHK Cleveland and prior to that had been reporter on Cleveland Plain Dealer. At WHBC Mr. Frances succeeds **ROBERT FRENCH**, who resigned to become general manager of Skyway Broadcasting Co., Columbus, Ohio.

HENRY CASSIDY, NBC's European news director, and **LEON PEARSON**, roving European reporter, will help **JACK BEGON**, NBC's Rome correspondent, cover Italian elections on April 18, the network said last week. The two also will supervise shooting of films to be flown to U. S. for showing on NBC television stations.

SHELDON (PETE) PETERSON, news and special events director of KLZ Denver, has been elected member of board of directors of Denver Press Club.

HERB PLAMBECK, farm service director of WHO and WHO-FM De Moines, is the father of a girl, born March 8.

INDEPENDENCE from Tower Trouble... at INDEPENDENCE, MO.

KIMO USES A TRUSCON SELF-SUPPORTING TOWER 187 FT. HIGH

The scientific design, quality materials and skilled workmanship that were put into KIMO's Truscon Radio Tower enable it to serve its midwest audience with maximum efficiency.

Truscon experience encompasses every modern radio tower need. There are hundreds of Truscon Radio Towers in America and foreign lands, and each tower exactly meets specific requirements. The knowledge gained from such a wide diversity of installations assures you highly competent engineering service.

Truscon Radio Towers are available in guyed or self-supporting types, either tapered or uniform cross section, for AM and FM broadcasting. Experienced Truscon radio tower engineers will be glad to help solve your radio tower problems of today and tomorrow.

Manufacturers of a Complete Line of Self-Supporting Radio Towers... Uniform Cross-Section Guyed Radio Towers . . . Copper Mesh Ground Screen . . . Steel Building Products.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

Production

LUCIAN SELF, formerly associated with legitimate theatre productions, stage directing and acting for 18 years, has been appointed program supervisor of WBZ-TV Boston, Mass. **IRAN BERLOW**, former chief visualizer and art director for Harvey Marlowe Television Assoc., N. Y. has joined production staff of WBZ-TV.

PETER JAMERSON, chief announcer of WAVZ New Haven, Conn., has been promoted to position of program director.

JAMES S. POLLAK, former Hollywood film executive, will head recently created film department for WPIX, New York News television station to begin operations June 15. New department will cover all phases of motion picture operations, procurement of film, making and processing of newsreels and all relations with film making companies. **E. T. WOODRUFF**, formerly film department manager for DuMont network, which he joined in 1941, has been appointed to head WPIX film relations division.

Mr. Pollak

Mr. Woodruff

BARTON WILSON has joined KTXL San Angelo, Tex., as part-time announcer. Mr. Wilson is operator of El Patio Motel, which houses KTXL studios.

FRANK J. VOSS, chief announcer at WRAW Reading, Pa., has been apointed program director, succeeding the late **J. CALVIN JACKSON**. Mr. Voss has been with WRAW since 1941, except for service with Armed Forces Radio Service during the war.

ROBERT MOORE, formerly with KSCJ Sioux City, has joined announcing staff of WHO and WHO-FM Des Moines.

FRANK YOUNG has been named publicity manager of WPIX(TV) New York. Station plans to begin operations June 15.

HARRY GUNTHEROFF Jr., formerly with KOME Tulsa, Okla. and KWON Bartlesville, Okla., has joined announcing staff of KCMO Kansas City, Mo.

FRANK WIMMER, moderator of "Junior Town Meeting of the Air" over WLAM Lewiston-Auburn, Me., has joined regular announcing staff of that station.

DEAN ANDREWS, program director of WTTM Trenton, N. J., has been appointed to New Jersey State Committee of Cancer Drive Campaign.

GENE NORMAN, of KFWB Los Angeles, was elected president at first annual dinner meeting of Southern Calif. Disc Jockeys Assn., held March 11 at Nickodell's Restaurant, Hollywood. Other officers elected were: **PETER POTTER**, KHJ Los Angeles and **CARL BAILEY**, KXLA same city, vice presidents; and **BOB McLAUGHLIN**, KLAC Los Angeles, secretary and chairman.

JOE KELLY, quizmaster of NBC's "Quiz Kids" MBS, "RFD America" and other Chicago programs, and his wife Mary celebrated their silver (25th) wedding anniversary March 17, St. Patrick's Day.

BILL WALKER, former pianist and arranger for many leading name band personalities, has joined music staff of WIND Chicago.

LARRY ALEXANDER, former announcer at WLS Chicago and a freelance actor, has joined announcing staff of WBBM Chicago. Mr. Alexander, began his radio career at WJLS Beckley, W. Va.

SAM MOORE, former co-writer for NBC "The Great Gildersleeve," will supervise writing for NBC "Jack Carson Show."

ROY DRUSHALL, former ABC Hollywood announcer and newscaster, has joined KOWL Santa Monica, Calif., in similar capacity.

STAN DALE, formerly with WNYE (FM) and WGYN (FM) New York, and **DICK PETTY**, former staff and sports announcer with WFRO (FM) Fremont, Ohio, and WLEC Sandusky, Ohio, have joined WLBR and WLBR-FM Lebanon, Pa., as announcers.

FRANCES H. CASTLE, has resigned as continuity writer for WLAW and WLAW-FM Lawrence, Mass., to become assistant buyer for local department store. **MARYLOU GRIFFIN** succeeds Miss Castle.

JUDITH ABBOTT has been named director of talent auditions for "Arthur Godfrey's Talent Scouts" on CBS, succeeding the late **BESSIE MACK**. Miss Abbott, actress and producer, is daughter of George Abbott, Broadway producer.

LOUISE ERICKSON, star of NBC "A Date With Judy," has rejoined cast of CBS "Meet Corliss Archer."

GEORGE FALKENSTEIN, formerly in ABC Hollywood shipping department, has been named head of transcription department of affiliate KECA Hollywood. He replaces **SAM BENSUSSEN**, who resigned to join KIEV Glendale announcing staff.

DICK BURDICK, former writer-producer of "Kate Smith Show," "Lux Radio Theatre," Army show, "This Is the Army" and also writer for various Hollywood movie studios, has joined KFBK Sacramento, Calif., as program manager. Mr. Burdick also has written for Columbia Workshop, Great Gildersleeve, "Grand Central Station" and "The Whistler." **JOSEPH TOMES**, formerly on the stage in New York and Minneapolis, has joined production staff of KFBK.

Mr. Burdick

ROBERT LYONS, formerly with WHIZ Zanesville, Ohio, and WRNL Richmond, Va., has joined announcing staff of WHBC Canton, Ohio.

"EARLY WORM"

Irwin Johnson with his personalized record show has become a "must" for early morning risers (7, 7:45, 8:15) in Central Ohio. The "Early Worm" has a consistently high Hooperating against strong national competition. The fact that seventeen local and national advertisers have been on this program for six years and more attests to its dynamic sales power.

COVERS CENTRAL OHIO

ASK JOHN BLAIR

WBNS

Power 5,000 D—1,000 N—CBS

W. JOHN DUNLOP, supervisor of institutional broadcasts of CBC Toronto, has been appointed supervisor of CBC international exchange programs in addition to his other post. It is planned to develop more Canadian programs for U. S. network exchange.

Speak Up

UNIQUE criticism has been received by KTMS, ABC affiliate in Santa Barbara, Calif., from a listener regarding one of its network shows. Listener wrote:

> "To Mr. Malone and Mr. Ross Dolan
>
> Gentlemen:
>
> I'm a little hard of hearing. Would you please talk a little louder? So we all can hear you? In your Gangbusters and Murder Broadcast! and oblige.
>
> Sincerely,
> A. S. Weber"

KTMS requests that if Mr. Malone or Mr. Dolan reads this, "we shor' would be obliged if they'd talk a little louder for Santa Barbara listeners."

JOHN FRANKLIN, recent freelance announcer and formerly with WPTZ Philadelphia, has joined KYW Philadelphia.

ROBERT "Bobo" BENSON, KYW Philadelphia announcer, is the father of a girl, Mary Margaret.

JAMES FURNESS has been appointed member of production staff of WFIL-TV Philadelphia. He formerly was with WCBS-TV New York and ABC television, New York.

TOM BENSON, former supervisor of announcers at CKY Winnipeg, has joined International Service of Canadian Broadcasting Corp. as prairie region producer for service with headquarters at Winnipeg.

JACK WARREN OSTRODE, formerly a gag writer for the Old Gold show in Chicago, has been appointed production manager of KTOP Topeka. During war he was manager of Fifth Army Combat radio station in Italy and was creator of war-program series, "Johnny Doughboy Writes a Letter."

IRWIN LEWIS, member of WINS New York continuity department, is the father of a boy, David, born March 12.

BERNIE LONDON, with CBS for 17 years and program assistant for several years for WCBS-TV New York, has been appointed fulltime director for the video outlet. He is expected to specialize on production of sports programs.

ALBERT RAYMOND, former assistant to **WALTER A. PIERSON**, manager of CBS building operations, has been appointed supervisor of theatre operations for the network. **CHARLES HOLDEN**, who formerly supervised theatre operations, has been transferred to WCBS-TV New York operations.

DENNIS SARTAIN, news editor of WBUZ Bradbury Heights, Md., has been appointed program director succeeding **GORDON SHAW**, resigned [BROADCASTING, March 15]. Before joining WBUZ Mr. Sartain was news editor of WWBZ Vineland, N. J., and prior to that had been on news staff of WINX Washington.

BILL DELMAR, formerly KSMO San Mateo, Calif. program director, has joined KSBR that city, in same capacity.

MEREDITH WILLSON, musical conductor, has been signed to direct 12 summer concerts of NBC western "Standard Hour" (Standard Oil of California).

CLIFF HANSEN has joined KJR Seattle, as chief announcer. He formerly was on announcing staff of KOMO Seattle, where he announced many NBC shows originating there, including "Standard Symphony" and "Harvest of Stars."

TOMMY THOMPSON has joined WCSI (FM) Columbus, Ind. as part-time announcer.

THESE ARE THE PRODUCTS THAT GROW A HALF-BILLION INCOME IN THE LUBBOCK TRADING AREA

Reach it with . . .

KCBD

POULTRY

Lubbock . . . number one dressed poultry market of Texas. Annual shipments of dressed poultry total more than 3,000,000 pounds.

DAIRY PROD.

Largest butter manufacturing center in Texas. Lubbock 15th in the nation. Five cheese plants manufacture 20% of total cheese output of Texas.

COTTON

Lubbock . . . the third largest inland cotton market in the nation. A $100,000,000 crop produced in 1947.

OIL

5,000 oil wells, producing annually $100,000,000, make oil the area's #2 "cash crop." South Plains have greatest known oil reserves in the world.

LIVESTOCK

Over 170,000 head of cattle, 200,000 sheep and 250,000 hogs marketed annually in the KCBD trade territory.

GRAIN

A $30 million grain sorghum crop—over ¼ the nat'l. output. Plus $60 million wheat crop and $10 million in sudan, milo, millet and other grains.

●

Within the 30 counties of KCBD's coverage farm, ranch and oil income will top a half-billion. Per capita retail sales: $662.70*— more than double the national average. Population: 396,000 consumers.

More local merchants use KCBD than use the other two stations combined.

** Latest report available: U. S. Census Bureau.*

KCBD

1000 WATTS UNLIMITED

LUBBOCK, TEXAS
Joe H. Bryant, Gen. Mgr.
Rep. by JOHN E. PEARSON CO.

TOP NEW HITS for your turntables from RCA VICTOR

Rosalie **Allen**
Aha! San Antone and If I'd Only Been True To You
RCA Victor 20-2744

Perry **Como**
Laroo Laroo Lilli Bolero and When Your Hair Has Turned To Silver
RCA Victor 20-2734

Spade **Cooley**
Whistle Bait and Blonde Fiddle Blues
RCA Victor 20-2742

Hall Sisters
Money, Money, Money and Teach Me, Teach Me, Baby
RCA Victor 20-2728

Tony **Martin**
You And The Night And The Music
RCA Victor Album P-203

Ray **McKinley**
Airizay and Cincinnati
RCA Victor 20-2736

RCA VICTOR RECORDS

Programs

ACTIVITIES of metropolitan fire departments are basis of new children's program, "Firefighters," being produced by Wm. F. Holland Productions, Cincinnati. Program is being recorded at NBC New York and is to be released in mid-April as quarter-hour openend transcriptions, scheduled for five days a week broadcast. Script is based on actual cases, according to producer, features thrills without horror, and revolves about a Fire Chief, a rookie fireman and his family. Education in fire safety also is included in series. Holland Productions has prepared colorful brochure describing series and offering suggestions to sponsors for promotion stunts, such as formation of Junior Firefighters Club. Presentation has been sent to stations and advertisers throughout the country.

'Junior Jockeys'

YOUNGSTERS from throughout Tennessee have opportunity to gain "air" experience on new series started over WSM Nashville. Conducted by station's disc m:c., Snooky Lanson, program is titled "Junior Jockeys," and is aired Saturday 9 to 9:30 a.m. Each week six young guest disc jockeys, all in their teens or younger, participate on the show. They bring their own favorite records and ad lib introductions. Program originates from junior department of Harveys, Nashville store. Agency is Noble-Dury & Assoc., Nashville.

Family Problems

DEVOTED to problems of family life, new program has been started on WFMJ Youngstown, Ohio, by Marion Resch, director of women's activities, in cooperation with Youngstown Board of Education. Judge of Domestic Relations Court, ministers, doctors, PTA officials and education experts participate in programs which feature letters from listeners regarding particular problems of home life. Transcription of each program is made for use in public schools, Youngstown College and PTA.

Salutes Mothers

IT'S MOTHER'S DAY every day on "Hilibilly Hit Parade" over WJBK Detroit which has started new feature known as "a tribute to Mother." Listeners are asked to send in letters telling of outstanding features of each one's mother. Two winning letters, judged by originality and sincerity, are chosen each day and authors are asked to bring their mothers to visit the show. Unsuspecting of what is taking place, mothers are accompanied to WJBK studios by children and winning letters are read on air with greeting to entire family. Corsages, donated by local florist, are presented to mothers by their children.

Concert or Corn?

LISTENERS have chance to hear both hillbilly and classical music on "Concert or Corn," program over KMOX St. Louis. Part of program is devoted to recordings of New York Philharmonic Symphony Orchestra and other half to KMOX's National Champion Hillbillies, with invitations to listeners to hear full hour of hillbilly music on Saturday nights, and hour-and-a-half of symphony on Sunday afternoons. Each week $25 is awarded to listeners who write best letter on "Why I Like Symphony" and "Why I Like Hillbilly Music." Show is heard Wed. 9:30-10 p.m.

KLAC Documentary

DRUNKEN driving, transportation problems, and hospital conditions are some of the subjects being taken up in new public service documentary series which started March 15 on KLAC Hollywood. Program, to run one-half hour weekly, features on-the-scene interviews regarding problem involved.

Disc Daughter

FATHER-AND-DAUGHTER disc jockey team has been introduced by WBZ-WBZA Boston-Springfield. Stations' regular Saturday morning record show, featuring Ray Dorey, now has new personality—Mr. Dorey's seven-year-old daughter Carol. Carol reviews children's tunes, plays records to their liking and introduces songs with commentary of interest to others her age.

Completes Coverage

CLEVELAND JURY's verdict of guilty of murder in the first degree completed what is believed to be television's first complete coverage of a murder case. WEWS, Scripps-Howard video station in Cleveland, began its coverage of the case a few hours after an eight-year-old girl was found murdered last New Year's night. Station's cameramen brought story to televiewers by nightly newsreel as police ran down leads and finally closed in on the killer [BROADCASTING, Jan. 19]. As trial progressed, WEWS had crew in courtroom to film all developments and within hour and half after verdict was rendered, had newsreel of event on the air, station reports. Station also presented 20-minute film reviewing complete story. WEWS(FM) shared in coverage, also, broadcasting regular hourly newscasts and special bulletins.

'Power Time'

IT MAY be "Daylight Saving Time" to everyone else, but to KWTC Barstow, Calif., the new time shift is being more aptly called "Power Saving Time." Station has initiated policy of using latter phrase following time announcements in attempt to impress listeners with reason for change and hopes that other stations will adopt plan.

Rededication Series

ATTEMPT to "awaken American citizens to a rededication of their heritage" is being made by KGFJ Hollywood with new series of programs titled "Your American Heritage." Programs include daily "Great American Speeches" program and historical series designed for children, now in preparation. Much of station's music programs will be devoted to music by American composers, particularly folk and patriotic songs. Reminder that "freedom is everybody's job" will be given at each hour and half-hour station break with sounding of Liberty Bell.

Fire Company Quiz

TO KEEP members of Shamokin, Pa. volunteer fire company informed about social events at fire company's social halls, "Ten Thirty Alarm" program has been started over WISL Shamokin. Using quiz format, program presents members and their wives as participants, with intermittent music. Program is aired Sunday 10:30 to 11 p.m. from social rooms of fire house. Fire company has signed 52 week contract with WISL for the show.

Garden Show on TV

ANNUAL Greater St. Louis Flower and Garden Show was televised March 11 by KSD-TV St. Louis. For one hour, two cameras dollied to prize winning exhibits which included a roadside park, cabin from St. James, Mo., together with stepping stones, and electrically pumped spring which curved through the scene. Also shown was shipment of imported flowers from Sassenheim, Holland, valued at $1,000.

'Tea at Two'

AUDIENCE participation show from cafeteria in Saginaw, Mich., is heard daily at 2 p.m. over WKNX Saginaw. All ladies present at "Tea At Two" show are served hot tea and cookies, and interviewed by Bill Edwards, m.c. Interviewees received food gifts from the "gift wagon," and when alarm clock on gift wagon rings, person being interviewed at that time receives certificate entitling her to a personal portrait. On Saturday's show, lady whose home is farthest from Saginaw receives corsage. Larger gifts, such as a washing-machine will be given from time to time for special drives.

'Time to Trade'

MORNING SHOW titled "Time to Trade" is heard each weekday at 7:30 a.m. over KSAL Salina, Kan. Program features farm news, latest livestock and grain quotations, weather forecasts and western music. News of neighborhood farmers, their achievements and projects also is given. Special feature of show is trading board, kept up to date by Gamble's Farm Store, sponsor, which lists items local farmers send in that they have to sell and trade.

Science Instructions

PRACTICAL instruction on subjects such as wood working, building bird houses and other projects of interest to children from 6 to 16 is format of series to be aired over WBT Charlotte. Working in cooperation with Charlotte Country Day School, programs will try to stimulate interest in wholesome subjects for boys and girls throughout that area. Titled "Practical Science," show will feature practical instruction by professor of science at Country Day School.

'The Spice of Life'

THREE BOXES of spices, taped together in one package, have been distributed by Kasper-Gordon Inc., Boston, to agencies, advertisers and the trade to introduce its new transcribed show, "The Spice of Life." Accompanying each packaye of spices is colorful brochure and letter, written in rhyme, describing new show. Brochure, headed "Variety's the very spice of life . . . and we've got lots of that," is printed in three colors and features pictures of cast of new show. Copy of brochure also is written in rhyme to point up fact that the transcribed series, "The Spice of Life," is done entirely in rhyme. Last page urges recipient to write Kasper-Gordon Inc. at 140 Bolyston St., Boston, for full information on the series.

Mental Health

GOING on premise advanced by many medical men that one out of every ten Americans require mental health treatment, California State Dept. of Mental Hygiene March 15 started weekly half-hour dramatic presentation of the problem on KFOX Long Beach, Calif. in series of programs called "The Tenth Man." Series is produced by National Mental Health Foundation, Philadelphia.

Science Series

DESIGNED to keep members of video audience up-to-date on latest developments in the world of science, new

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Republic

I WOULDN'T BE SURPRISED

On Transcriptions: NBC THESAURUS — Sammy Kaye.

On Records: Sammy Kaye—Victor 20-2761; Harry Cool—Mercury 5080.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y
NEW YORK • CHICAGO • HOLLYWOOD

weekly series was started on WFIL-TV Philadelphia as a regular Wednesday evening feature from 8 to 8:15 p.m. Titled "Keeping Up With Science," series features Dr. I. M. Levitt of Philadelphia's world-famous Franklin Institute, who presents as his guests prominent figures from various fields of scientific research. Explanations of recent experiments and discoveries are couched in terms understandable to laymen.

Under-Water Shows

DIVING BELL submerged 25 feet under surface of Biscayne Bay was origination point of five programs aired early this month over WMBM Miami Beach, under auspices of U. S. Army and Air Force recruiting service. Designed to promote advantages of enlistment in the Army, broadcasts featured interviews with Army officials and swearing-in ceremonies of new recruits. Diving bell was patented by Jack Diamond, Navy veteran, and developed over two-year period of experimentation.

WLAD Talent Show

SEARCH for talent is under way in Danbury, Conn., by WLAD that city, for its new series of "Talent Scout Shows." Local Lions Club and WLAD are collaborating in the shows which will run for ten weeks. Each week an outstanding performer is chosen by the audience to participate in final play-off contest. Final winner will receive $100 and an audition for Arthur Godfrey's CBS "Talent Show," along with other prizes. Arrangements are being made to obtain auditorium for the show, from which proceeds will be used to help pay for new city ambulances and development of Lions Club playground.

Children Producers

YOUNGSTERS of Buffalo have prepared series of broadcasts to be heard over WKBK Buffalo, N. Y. titled "This Is Your City." Grade and high schools in Buffalo have been divided into units and each unit writes, casts and produces show. Another group handles all publicity on the program. Research group secured information both historical and current regarding their community. Each drama strives to eliminate racial discrimination, and children of all ages, races and color have worked together. Program is under auspices of Board of Community Relations.

Command Repeat

FOLLOWING recent documentary presentation of "Last Water Hole" on Columbia Pacific Network stations, network received request from Arizona Gov. Sidney P. Osborn for repeat. To commemorate event which occurred he proclaimed the day "Last Water Hole" day and urged all state citizens to hear program concerned with Colorado River Water rights dispute. Unusual aspect to repeat broadcast was in fact that all stations of all networks in Arizona united to carry 75 minute feature with full credit to CBS.

TO SAVE electric power in current Ontario power shortage, CBL and CJBC Toronto, have curtailed broadcasting hours, while power is being maintained by both stations as low as possible without interfering with normal coverage. Main CBC studios at Toronto also have been equipped with standby motor-generator plants to take care of operations during daily electric power cut-offs.

ATLANTIC REFINING CO. baseball announcers met in Philadelphia Feb. 28 and 29 with baseball officials, representatives of the N. W. Ayer advertising agency and company officials for annual baseball announcing school sessions. Among those attending were: Top row, l to r: Bill Dyer, Baltimore play-by-play; Chuck Thompson, Philadelphia commercial announcer; Tom Hussey, Boston commercial; Bob Prince, Pittsburgh commercial; Byrum Saam, Philadelphia play-by-play; Rosey Rosewell, Pittsburgh play-by-play; Claude Haring, Philadelphia television; Tom McMahon, Ayer; Alex Gaddess, Ayer. Seated, l to r: Les Quailey, Ayer; Bill Bolton, Ayer; Charlie Berry, American League umpire; Hugh Field, Atlantic research manager; Frank Shaughnessy, president of International League, and Norton Cotterill, Ayer.

VIDEO FARE AVAILABLE IF THEATRES WANT IT

THEATRES can obtain the technical developments necessary to establish video as part of their screen fare if the industry wants it, Fred Albin, RCA engineer, advised the Theatre Owners of America during their board meeting in Los Angeles March 10.

Mr. Albin reported that RCA is aiming to produce a unit which will film, develop and project video within a matter of seconds and only awaits support of such from the motion picture industry. He exhibited large screen results which RCA had obtained. Similarly, Loren Ryder, Paramount sound department head and president of the Society of Motion Picture Engineers, demonstrated the results obtained through his organization's 66-second film. James H. Nicholson, chairman of the Southern California Theatre Owners Assn. video committee showed the results he had obtained in personal experimentation. All three pointed out that theatre television can be a present reality if theatres seek to adopt the medium.

Charles Skouras, president of National Theatres, said that he was prepared to spend $1,000,000 when television proved its theatre worth.

The TOA board is understood to be watching the theatre-video code which has been submitted to local stations and advertising agencies in Los Angeles as any pattern so established is expected to be adopted in other cities.

GROWING CHILD?

Texas Writer Peeks Around Corner at Video

AMALGAMATED aural radio and video forces may "be wowing us nightly long before press and pulpit begin sniffing social implications," Sam Acheson, *Dallas Morning News* historian, has editorially surmised with an admonition for retention of radio's best qualities.

Crystal-gazing in an editorial entitled "Hail, Video," Mr. Acheson took cognizance of statistics which, he said, indicate there are now 300,000 television sets in the nation, and concluded this may mean television will become a household name sooner than most people anticipate.

"It may be that a sightless radio will long exist, a sort of yardstick alongside the slick and powerful video of, say, 1968," Mr. Acheson said. "If radio as we know it today became a lost art, many of its best qualities would be missed. Chief among these is its power of arousing the imagination. The human voice, alone, the radio has shown us, can conjure up such terrors as well as ecstasies and beauties as could never be equalled by visual art.

"One more thought before we turn the microphone over to video," Mr. Acheson continued. "We owe a great debt to (aural) radio in a vital matter of manners. It is safe to say that all of us are better listeners today than we were before radio came into our homes. Good programs have forced all of us to talk less and hear more."

KGW
NBC AFFILIATE
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Texas Rangers Ridin' High!
The Texas Rangers transcriptions of western songs have what it takes! They build audiences . . . they build sales. The price is right —scaled to the size of the market and station, big or little, Standard or FM. And The Texas Rangers transcriptions have quality, plus a programming versatility that no others have.
Wire, write or phone for complete details.
The Texas Rangers
An ARTHUR B. CHURCH PRODUCTION
Kansas City 6, Mo.

RADIO IN CUBA

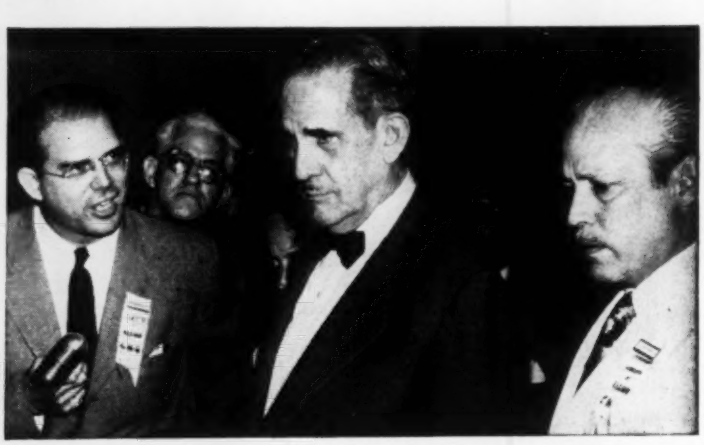
Would Retain NARBA Status Quo

HAVANA:—This little island of five million souls and of only 500,000 radio homes can show Uncle Sam a thing or two in the sphere of radio freedom.

And it proposes to show the North American nations why it can't get along with fewer facilities in the standard band when the next NARBA (North American Regional Broadcasting Agreement) conference, tentatively scheduled for Montreal in August, takes place.

There are no Blue Books, bans on editorializing or duopoly regulations here. Stations, till now, have operated with almost complete freedom except for an old law that prohibits the publication or broadcast of spot news from 11 a.m. Sunday to 11 a.m. Monday. The law originally applied to newspapers to enable their staffs to have that full day of rest.

Goar Mestre, 35-year-old Yale-educated fourth generation Cuban, is "Mr. Radio" on the island. And he wields a powerful influence throughout Latin America as vice chairman of the Interamerican Assn. of Broadcasters.



GOAR MESTRE (l), president and directing head of CMQ and its network as well as of Cuba's largest agency, describes the new $3,000,000 Radiocentro in Havana to President Ramon Grau San Martin on a personally conducted tour. On right is Angel Cambo, news manager, part-owner and one of the founders of CMQ.

Mr. Mestre is sponsoring a model radio law which, among other things, would end this Sunday "censorship" of spot news. All Cuban broadcasters (and there are 33 stations in Havana, a market of nearly a million) will openly lobby for the legislation. They do it that way in Cuba.

These and other interesting aspects of Cuban radio were ferreted out during the inauguration March 11-13 of Havana's new "Radiocentro," three million dollar entertainment and cultural center built by Goar Mestre, his two brothers, Luis Augusta and Abel, and Angel Cambo, one of the founders of CMQ, key station of the seven-outlet Cuban network. The poured concrete and marble edifice incorporates the latest in engineering and acoustical developments in radio (except television) and houses three stations, all owned by the Mestres and Cambo. They're applying for their fourth station in Havana, each to offer a separate programming technique. They call it "mood programming" too.

Open house was held practically all week long for the Cuban public, with drinks and refreshments served to all comers. The dedication fell on the fifteenth anniversary of CMQ, which turned a neat $1,400,000 in time sales last year. The whirlwind series of celebrations made the average Hollywood premiere look like a side show.

Every speaker, from the Republic's president, Ramon Grau San Martin, through the Minister of Communications and the governors of the respective provinces, spoke of radio's freedom and the rights of station owners, politicians and the public to say what they please practically when they please. Goar Mestre, during the ceremonies, made seven full-length speeches and also did a roving mike tour of the headquarters with President Grau and his retinue. Then President Grau ad libbed for nearly an hour.

Every political faction has its finger in at least one of Havana's "independent" stations, the only exceptions apparently being the CMQ operation and RHC, which means Radio Havana Cuba. The latter operation runs a network too. The Havana key stations of these two networks do all of the programming. Affiliated stations do not have local studios.

Apropos the upcoming NARBA, Goar Mestre made one point clear. If any effort is made to force Cuba to relinquish any of its present assignments, he predicted an "ether war" of unprecedented proportions. While Cuba is seeking a dozen additional assignments, it appears evident that it is doing so for bargaining purposes only and would be content to retain the status quo.

Selection in June

The head of the Cuban delegation won't be selected until the new president is named in June. The Mestre group is supporting appointment of Luis Machado, one of Cuba's most distinguished international lawyers, who was on the NARBA delegation which evolved the Inter-American Agreement two years ago and from which Cuba walked off with the radio bacon in the form of a dozen new assignments on clear channels, including 640 kc now used by CMQ with 25,000 w.

Evidently it's Mexico's turn to put on the NARBA heat, for this time it is seeking revision of the regulations on clear channels to permit duplication almost everywhere. It is proposing a full-scale reallocation of the spectrum.

In addition to Cuba's elite (and the Cuban Juan Q. Publico), Radiocentro dedication was attended by some 30 advertisers, agency men, NBC network executives, with whom the Mestre organization co-

PROGRAMMING

Time, News & Spots In One Minute

CUBA may have the answer for the hard-pressed independent station in the major market looking for a new programming theme—FCC permitting.

Havana's new Radiocentro boasts a 250-w station called "Radio Clock." You can tune in at any hour and get the time, the headline news and a flock of spot announcements, all in a minute.

"Radio Reloj" works this way: A metronome ticks away in the background of a small studio. Two announcers work at separate microphones. On the minute announcer No. 1 whacks a gong. He gives the correct time.

Announcer No. 2 chimes in with two 5-second announcements. Announcer No. 1 returns with 30 seconds of news. Announcer No. 2 returns with two 5-second announcements.

That takes 55 seconds. The other five gives plenty of time for the gong and the correct time announcement.

There are a total of 4,320 announcements made during an 18-hour day. The advertiser pays $297 per month (American money) for each daily block of 135 announcements.

Radio Reloj now realizes $7,000 a month and has a potential of $9,000, according to Goar Mestre, president and general manager, who also runs the 25,000-w CMQ, and the 5,000-w CMBF, which is the classical music station. Radio Reloj is netting $3500 per month. It was purchased for $15,000 six months ago.

YOU CAN HEAR THE DIFFERENCE
WMPS
MEMPHIS
68
On Your Radio
10,000 W Day Time
5000 W Night Time
YOU CAN HEAR THE
REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

LIBEL and SLANDER

Invasion of Privacy
Violation of Copyright
Plagiarism

These daily hazards can be INSURED.

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Our EXCESS POLICY is adequate, effective and inexpensive. Write for details and quotations.

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

operates, and a group of newsmen, who flew in March 10 and out on March 14.

Spokesman for American broadcasters was Gilmore Nunn, NAB board member and delegate to the Inter-American Assn. of Broadcasters conference in Buenos Aires. He emphasized the strong bonds of friendship between Cuba and the United States in radio and cited the need for its preservation in this troubled world.

Robert F. Kendall, vice president of Gotham Advertising Co., New York, and president of the Assn. of Export Advertising Agencies, spoke for his group. John F. Royal, NBC vice president, presented to Mr. Mestre a gift book inscribed by all members of the visiting delegation.

RADIOCENTRO master control which feeds CMQ, along with seven stations on its network (which have no local studios) as well as three stations under Mestre ownership in Havana. A fourth channel is available for another Havana station.

* * *

AT CMQ dedication: Shirley Woodell (l), international division, J. Walter Thompson Co., New York, and Robert Sullivan, international division, Young & Rubicam, New York.

FM Grant Holders Stalling, FCC Told

FMA Charges Attempt to Stifle Competition; Asks Action

FM Assn. in a petition slated for filing today (Monday) asked FCC to take "drastic" action against broadcasters accused of holding their FM grants to keep out competition.

Contending that many channels are closed to applicants because of stalling by CP holders, FMA asks the FCC to conduct "show cause" revocation proceedings in cases where the Commission feels the CP holders have been "negligent" in putting FM stations on the air.

The action was taken by direction of the FMA board [BROADCASTING, March 8]. In a letter transmitted to the Commission, Bill Bailey, FMA executive director, enclosed the board's March 5 resolution asking careful investigation of all applications to extend permits for FM station construction as well as show-cause revocation proceedings where negligence may be involved.

In a statement accompanying the announcement of the petition, FMA reminded that "others would like to establish FM stations and provide good service to the public but in those crowded areas where channels are limited and where established broadcasters have consistently applied for and received extensions of time for FM operations, there is not a possible chance for competition.

"There are today 442 commercial stations on the air. In January of 1947 former FCC Chairman Charles R. Denny stated 700 FM stations should be in operation by the end of 1947. Today, 14 months after that prediction, little more than half that number are in operation. We believe the time is here for drastic action on the part of the FCC."

FMA said it had learned that several broadcasters have held FM construction permits for a year or more and have not yet placed their stations on the air, failing to adhere to FCC rules requiring that they go in operation eight months after CPs are issued.

Because of the "acute shortage of FM channels in certain areas," FMA charged, "these delays are depriving the public" of FM service. "Now that popular network programs are available to FM stations, as well as live music for FM stations and FM networks," the public is entitled to FM reception, according to FMA.

Seattle Strike Off

AN AFRA STRIKE in Seattle, Wash., was averted for at least two weeks by a compromise agreement between the union and stations for a $6.50 increase for staff announcers to a top of $84 and a five percent boost in free lance fees, it was learned March 18.

CANADA'S
FOURTH
MARKET
WINNIPEG
A"MUST"BUY
CKRC
630 KC. NOW 5000 WATTS
REPRESENTATIVE: WEED & CO.

Feature of Week

(Continued from page 10)

outstanding contribution of the month to community life is designated "Man of the Month." He is featured in *Swing*, and presented to radio listeners in a quarter-hour program broadcast over WHB the first Sunday of each month at 12:30 p.m. (CST). His story is presented in dramatic narrative form with music.

Members of the "Man of the Month Club" serve WHB as an ex-officio advisory board, counselling the station on public interest programming and service in behalf of the Kansas City area.

Six U. S. Broadcasters Guests on French Trip

SIX AMERICAN broadcasters were scheduled to leave for France last Saturday, March 20, as guests of the French Broadcasting System and Air France.

At a luncheon in their honor at the Plaza Hotel in New York Pierre Crenesse, new director of FBS in United States, expressed the hope that their trip would result in a heavier exchange of culture and education between France and U. S.

Those who planned to make the trip are: Frederick Bate, assistant to the vice president, NBC; William Fineshriber, national program director, CBS; John S. Hayes, vice president and general manager, WINX Washington, D. C., representing independent stations; Robert Swezey, vice president and general manager, MBS; Thomas Velotta, vice president, ABC, and A. D. Willard Jr., executive vice president, NAB.

WKRG to Join CBS

WKRG Mobile, Ala., is scheduled to join CBS as the 174th affiliate on April 4, the network announced last week. WKRG operates with 1 kw daytime, 250 w nighttime on 710 kc. It is owned and operated by Kenneth R. Giddens and T. J. Rester. F. E. Busby is general manager.

Now on the Air!
KTRE
1420 K. C.
1000 WATTS
LUFKIN, TEXAS
MARKET FACTS
PRIMARY COVERAGE
Based on 0.5 MV/M Coverage, KTRE will serve 95,500 Citizens . . .
- 36,800 total families.
- 22,400 Radio Families.
- $101,030,000.00 . . . 1946 income.
- $76,929,000.00 . . . 1946 bank deposits.
- $62,609,000.00 . . . 1946 retail sales.
- 33,501 1946 auto registrations.

★ TAKING ROOT IN THE FOREST CAPITAL OF TEXAS
REPRESENTED BY
TAYLOR-HOWE-SNOWDEN Radio Sales INC.

FCC Actions

(*Continued from page 65*)

Applications Cont.:

AM—1400 kc

KTOW Oklahoma City—CP change frequency from 800 kc to 1400 kc, change hours from D to unl. time, increase 250 w D to 250 w DN. Contingent upon KTOK being granted change of facilities.

AM—910 kc

WSBA York, Pa.—CP change frequency from 900 to 1420 kc, increase power from 1 kw D to 5 kw DN, change hours from D to unl., install DA-N. AMENDED to change frequency from 1420 to 910 kc, change power from 5 kw to 1 kw and change to DA-DN (DA-2).

Modification of CP

KFSA-FM Fort Smith, Ark.—Mod. CP new FM station for extension of completion date.

WNXC Lima, Ohio—Same.

FM—96.5 mc

The Ponca City Pub. Co. Inc., Ponca City, Okla.—CP new FM station (Class B) on Channel 243, 96.5 mc, ERP 2.8 kw.

TV—186-192 mc

Central Bcstg. Co., Des Moines—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. and aur. 31.2 kw and unl. AMENDED to change to Channel 2, 54-60 mc, to decrease ERP to vis. 16.5 kw, aur. 8.25 kw.

Modification of CP

WRTV New Orleans—Mod. CP new commercial television station to extend completion date.

License Renewal

Applications for renewal of standard broadcast license filed by: KCLE Cleburne, Tex.; KFMJ Tulsa, Okla.; KIND Independence, Kans.; KMOX St. Louis, Mo.; KTIM San Rafael, Calif.; KWHK Hutchinson, Kans.; WBUY Lexington, N. C.; WCAR Pontiac, Mich.; WCAU Philadelphia; WJMR New Orleans; WKNX Saginaw, Mich.; WMMJ Peoria, Ill.; WRFS Alexander City, Ala.; WSUA Bloomington, Ind.; WTNS Coshocton, Ohio; WZIP Covington, Ky.

Modification of CP

KVUN Los Angeles—Mod. CP new FM station for extension of completion date.

Transfer of Control

WLOB Claremont, N. H.—Transfer of control of licensee corporation from Lincoln O'Brien and Frances E. O'Brien to Granite State Bcstg. Co. Inc.

Modification of CP

WVMA Manchester, N. H.—Mod. CP new FM station for extension of completion date.

WPOE Elizabeth, N. J.—Same.

WGTM-FM Wilson, N. C.—Same.

WRAK-FM Williamsport, Pa.—Same.

WOAI-FM San Antonio, Tex.—Same.

TV—66-72 mc

The Tribune Co., Tampa, Fla.—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 15.1 kw, aur. 7.55 kw and unl.

TV—54-60 mc

Tri-States Meredith Bcstg. Co., Des Moines—CP new commercial television station on Channel 2, 54-60 mc, ERP vis. 16.85 kw, aur. 8.425 kw and unl.

Modification of CP

KOB-TV Albuquerque, N. Mex.—Mod. CP new commercial television station for extension of completion date.

FM—88.1 mc

Syracuse U., Syracuse, N. Y.—CP new noncommercial (FM) educational on Channel 201 88.1 mc, 2.5 w.

License Renewal

Applications for standard broadcast renewal of license filed by: KGYW Vallejo, Calif.; KING Seattle, Wash.; KOMO Seattle, Wash.; KSTP St. Paul, Minn.; KWEM Hobbs, N. Mex.; KYOR San Diego, Calif.; WKNS Kinston, N. C.; WNOX Knoxville, Tenn.; WTIC Hartford, Conn.; WQXR New York.

Modification of CP

WNLK Norwalk, Conn.—Mod. CP new standard station change hours from D to unl., change power from 500 w D to 500 w DN, install DA-N and for extension of commencement and completion dates.

KWAD Wadena, Minn.—Mod. CP new standard station for extension of completion date.

KSD St. Louis—Mod. CP increase power, etc., for extension of completion date.

Modification of License

KNEB Scottsbluff, Neb.—Mod. license to change power from 500 w D to 1 kw D on 960 kc.

AM—580 kc

KSWS Roswell, N. M.—CP change frequency from 1230 to 580 kc, increase 250 w D to 1 kw N 5 kw D DA-N.

AM—1380 kc

Armstrong County Bcstg. Corp., Kittanning, Pa.—CP new standard station 1380 kc 500 w D.

AM—1440 kc

The Brazos Bcstg. Co., Bryan, Tex.—CP new standard station 1440 kc 500 w D.

APPLICATION RETURNED

WJJJ Montgomery, Ala.—Voluntary assignment of CP from Joseph G. Mathews, E. Judkins Mathews and John C. Mathews d/b as Southern Bcstg. Co. to Southern Bcstg. Co. Inc. RETURNED March 9.

AM DELETION

Standard broadcast authorization deleted and call letters canceled: Tom Potter tr/as El Dorado Bcstg. Co., El Dorado, Kans., KTMP, 1360 kc 1 kw D.

TENDERED FOR FILING

TV—210-216

Radio Diablo Inc. San Francisco, Calif.—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 250 kw, aur. 250 kw.

Midland Bcstg. Co., Kansas City, Mo.—CP new commercial television station on Channel 13, 210-216 mc ERP vis. 3.05 kw, aur. 1.525 kw.

AM—610 kc

El Camino Bcstg. Co., San Fernando, Calif.—CP new standard station 610 kc 500 w D.

Acquisition of Control

WLAU Laurel, Miss.—Acquisition of control of licensee corp. through sale of stock to Hugh Smith and Hubert Leggett.

AM—940 kc

The Mullins & Marion Bcstg. Co., Near Mullins, S. C.—CP new standard station 940 kc 1 kw D.

Airmark of Distinction

The old Cowbell, for over 25 years, has been the signal to the Good Folks of Texas that their kind of program is On the Air.

WBAP
THE STAR-TELEGRAM STATION
SINCE 1922
ABC NBC
FORT WORTH, TEXAS
570 kc. 5,000 Watts
820 kc. 50,000 Watts
FREE & PETERS INC.
National Representatives

March 16 Decisions . . .

DOCKET CASE ACTIONS

AM—1150 kc

Announced final decision (Comrs. Coy, Jones and Sterling not participating) granting application of Northwestern Ohio Bcstg. Corp. for new station Lima, Ohio, 1150 kc 1 kw, unl., DA, subject to approval of trans. site and ant. system by the CAA and denying applications of Sky Way Bcstg. Corp. for new station Columbus, Ohio, 1150 kc 1 kw N 5 kw D unl. DA, and WOOP Inc. for new station Dayton, Ohio, 1150 kc 1 kw N 5 kw D unl. DA.

AM—680 kc

Announced final decision (Comrs. Coy, Jones and Sterling not participating) granting application of Baltimore Bcstg. Corp. to change frequency of WCBM Baltimore from 1400 kc to 680 kc, increase 250 w unl. to 10 kw-D 5 kw-N, cond., and subject to reaffirmation of approval of trans. site and ant. system by CAA. At same time Commission denied applications of Tower Realty Co. for new station Baltimore 680 kc 10 kw-D 5 kw-N, Lomar Bcstg. Co. for new station Lancaster, Pa., 680 kc 5 kw-D, 1 kw-N and Foundation Co. of Washington for new station Philadelphia 680 kc 10 kw-D. Denial of application of Tower Realty Co. is without prejudice to any action Commission may take upon its petition for leave to amend its application.

BY THE COMMISSION

Paris Bcstg. Co., Paris, Tenn.—Denied petition for leave to amend its application to specify 1270 kc 1 kw-D in lieu 1340 kc 250 w unl., and change type trans., without prejudice to filing of new application for facilities specified in petition; further ordered that provisions of Sec. 1.363 of rules be waived for purpose of filing said new application, and petitioner be granted leave to incorporate by reference in said new application materials filed in support of above entitled application. (Comrs. Jones and Sterling voted to grant petition, but to assign to amended application new file number).

BY THE SECRETARY

KINE Kingsville, Tex.—Granted mod. CP for approval of ant. and trans. location and to specify studio location.

Following were granted extension of completion dates as indicated: WFBR-FM Baltimore, to 7-1-48; WSAP-FM Portsmouth, Va., to 7-15-48; KONO-FM San Antonio, to 6-28-48; WJKX Jackson, Tenn., to 6-16-48 KLX-FM Oakland, Calif., to 6-30-48; KING-FM Seattle, to 9-30-48; WHKB Columbus, Ohio, to 6-28-48; WSOC-FM Charlotte, N. C., to 5-15-48; WNAO-FM Raleigh, N. C., to 4-28-48; WPAM-FM Pottsville, Pa., to 8-1-48.

WDNE Elkins, W. Va.—Granted license for new station 1240 kc 250 w unl.

WNAZ Macon, Ga.—Granted license for increase in power to 10 kw and install new trans.

WGGG Gainesville, Fla.—Granted license for new station 1230 kc 250 w unl.

WCRE Waltham, Mass.—Granted license for new station 1330 kc 500 w D.

KWBM Williston, N. Dak.—Granted mod. CP for approval of ant. trans. and studio locations.

KTHT Houston, Tex.—Granted mod. CP change type trans.

WFGN Gaffney, S. C.—Granted mod. CP change type trans.

Following were granted extension of completion dates as indicated: WLBJ Bowling Green, Ky., to 10-12-48; KWAL Wallace, Idaho, to 7-10-48; WRG Rome, Ga., to 5-1-48; WSOC Charlotte N. C., to 5-1-48; WKTY La Crosse, Wis to 5-17-48; KVNW Grand Forks, N D., to 4-4-48; WKRG Mobile, Ala., t 6-1-48; WIBX Utica, N. Y., to 4-30-4

Westinghouse Radio Stations Inc Area of Boston—Granted license f new exp. television relay statio W1XJE.

WLIZ Bridgeport, Conn.—Granted l cense for new station 1300 kc 1 kw and to specify studio location.

WTNC Thomasville, N. C.—Grante voluntary assignment of license Thomasville Bcstg. Co., changing fro partnership to corporation.

WBNU Aurora, Ill.—Granted involun tary transfer of control of permitte from Ira C. Copley, deceased, to leg representatives under his will.

Rural Radio Network Inc., Ithaca N. Y.—Granted CP for two new S link stations.

WNBQ Chicago—Granted mod. CP change aur. ERP to 11.75 kw and ma changes in ant.

Following were granted extension completion dates as shown: WMAL-T Washington, D. C., to 9-19-48; WRG Schenectady, N. Y., to 8-1-48; WBIG-FM Greensboro, N. C., to 6-21-4 KWRN-FM Reno, Nev., to 9-24-48.

KCSM Colorado Springs, Col.—Granted mod. CP for approval ant. an trans. location and to specify stud location.

Following were granted extension completion dates as shown: WTN Troy, N. Y., to 5-18-48; KWBB-F Wichita, Kan., to 5-27-48; KSLI Salina Calif., to 8-16-48; WFHR-FM Wiscons Rapids, Wis., to 6-25-48; WBRC-F Birmingham, Ala., to 7-1-48; WRP New York, to 6-23-48; WKBH-FM L Crosse, Wis., to 9-29-48; KMED-F Medford, Ore., to 9-1-48; WIBG-F Philadelphia, to 10-1-48; WPIT-F Pittsburgh, to 6-25-48; WLPM-FM Suffolk, Va., to 6-28-48; WSM-FM Nashville, to 6-30-48; KGPO Grants Pass Ore., to 3-28-48; WHAV-FM Haverhill, Mass., to 5-31-48; WTJS-FM Jackson, Tenn., to 10-1-48; WSAV-FM Savannah, Ga., to 5-1-48; WTAX-FM Springfield, Ill., to 6-20-48.

KSET El Paso, Tex.—Granted licen for new station 1340 kc 250 w unl.

WMAJ State College, Pa.—Grant license install new trans.

KLEE Houston, Tex.—Granted licen for new station 610 kc 5 kw DA un and change studio location.

KSFE Needles, Calif.—Granted mo CP change type trans., and for approv of ant., trans. and studio location

KNOG Nogales, Ariz.—Granted mo CP change type trans.

Following were granted extension completion dates as shown: KYO San Diego, to 10-28-48; WFOR Hattiesburg, Miss., to 9-2-48; KOVO Prov Utah, to 5-1-48; WHIS Bluefield, W. Va to 7-1-48.

March 16 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WTSP St. Petersburg, Fla.—Mod. C increase power, etc., for extension o completion date.

AM—790 kc

WGRC Louisville, Ky.—CP change from 1400 to 790 kc, power from 1 kw to 1 kw-N 5 kw-D, install DA-DN AMENDED to change to DA-N.

"VIC" DIEHM SAYS:

It's been PROVEN

Your WAZL advertising dollar will result in direct sales gains. The annual earnings of this rich Anthracite and Industrial region of Pennsylvania totals $55,000,000 per year. That's a lot of money . . . and it's all spent in WAZL's coverage area. Contact WAZL or our National Representative

Robert Meeker Associates
521 Fifth Ave.,
New York City

AFFILIATED WITH NBC - MBS

WAZL
THE VOICE OF PENNSYLVANIA'S HIGHEST CITY
Established 1932 · Hazleton, Pa.

NEW CAB BOARD (l to r): Paul Lepage CKCV Quebec; Fred Lynds, CKCW Moncton; Bill Guild, CJOC Lethbridge; Harry Sedgwick, CFRB Toronto; Dick Rice, CFRN Edmonton; George Chandler, CJOR Vancouver; Ken Soble, CHML Hamilton; Ralph Snelgrove, CFOS Owen Sound; Jos. Sedgwick, CAB counsel, Toronto. Absent when photo was taken were Phil Lalonde, CKAC Montreal; A. A. Murphy, CFQC Saskatoon, all of whom serve on the board.

U. S. AND CANADIAN broadcasters at CAB ski meet. L to r: Otto Brandt, ABC New York; Mr. and Mrs. Carlos Franco, Young & Rubicam, New York; E. B. Lyford, NBC; F. Hirtle, CKBW Bridgewater, N. S.; Easton Woolley, NBC New York; Les Bewick, CHSJ St. John; Mrs. Ben Pollett, Compton Adv., New York; Ken Soble, CHML Hamilton; Fred McNally, ABC New York; Mrs. Pete McGuirk, New York; Frank Mills, Spitzer & Mills, Toronto; Pete McGuirk, Weed & Co., New York.

AM—980 kc

Northeast Radio Inc., Lawrence, Mass.—CP new standard station 980 kc 1 kw D. AMENDED re change in officers.

Modification of CP

WSKB McComb, Miss.—Mod. CP change frequency etc., to increase power from 500 w-N 1 kw-D to 1 kw-N, 5 kw-D, change type trans. and for extension of commencement and completion dates (1250 kc).

Modification of License

WKBW Buffalo, N. Y.—Mod. license change name of licensee from Bcstg. Foundation Inc. to WKBW Inc.

License for CP

WCSC Charleston, S. C.—License to cover CP increase power, etc. AMENDED to change name of applicant from John M. Rivers to WCSC Inc.

AM—1450 kc

WATO Oak Ridge, Tenn.—CP change frequency from 1490 to 1450 kc. Contingent upon grant of application of WOND for change frequency.

Modification of CP

WOND Oak Ridge, Tenn.—Mod. CP new standard station to change frequency from 1450 to 1490 kc, for approval of ant. and to change trans. and studio locations to Knoxville. Contingent upon grant of application of WATO for change frequency.

WFLA-FM Tampa, Fla.—Mod. CP new FM station to change ERP from 46 kw to 53.6 kw, ant. height above average terrain from 490 ft. to 454 ft.

FM—98.7 mc

Service Bcstg. Inc., Anderson, Ind.—CP new FM station (Class B) on Channel 254, 98.7 mc, ERP 20 kw and ant. height above average terrain 325 ft.

Modification of CP

WHKY-FM Hickory, N. C.—Mod. CP new FM station for extension of completion date.

KMHB Belton, Tex.—Same.

License Renewal

Applications for renewal of standard broadcast license filed by: KBKI Alice, Tex.; KEX Portland, Ore.; KFAB Omaha, Neb.; KGA Spokane, Wash.; KOMA Oklahoma City; KSCO Santa Cruz, Calif.; KXEL Waterloo, Iowa; KYW Philadelphia; WBT Charlotte, N. C.; WJMO Cleveland; WKTM Mayfield, Ky.; WMUS Muskegon, Mich.; WOAP Owosso, Mich.; WPRA Mayaguez, P.R.; WSTS Southern Pines, N. C.

License for CP

WIRL Peoria, Ill.—License to cover CP new standard station. AMENDED to change name of applicant from Edward J. Altorfer, John M. Camp, John H. Altorfer, Katherine A. Swain and Timothy W. Swain d/b as Illinois Valley Bcstg. Co. to Illinois Valley Bcstg. Co.

Assignment of License

WHAB Stroudsburg, Pa.—Voluntary assignment of license from Harold B. Newman and Anne L. Newman, partnership d/b as Pocono Bcstg. Co. to Pocono Bcstg. Inc.

Transfer of Control

WLCX LaCrosse, Wis.—Voluntary transfer of control of license corporation from Margaret B. MacLennan, Hector C. Berg, Eutelle W. Berg, Millard W. Berg and Frances L. Berg to James J. Conroy.

FM—97.3 mc

Eugene P. O'Fallon Inc., Denver, Col.—CP new FM station (Class B) on Channel 247, 97.3 mc, ERP 8.52 kw and ant. height above average terrain 229.2 ft.

Modification of CP

WFAM Lafayette, Ind.—Mod. CP new FM station for extension of completion date.

WEEI-FM Boston—Mod. CP new FM station to change ant. height above average terrain from 495 ft. to 463 ft. and make changes in ant. system.

WMIN-FM St. Paul, Minn.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WENY-FM Elmira, N. Y.—Mod. CP new FM station to change ERP from 4.4 kw to 5.06 kw, ant. height above average terrain from 870 ft. to 653 ft., type trans. and make changes in ant. system.

WMIT Charlotte, N. C.—Mod. CP new FM station for extension of completion date.

WPAY-FM Portsmouth, Ohio—Same.

Assignment of CP

WHAB-FM Stroudsburg, Pa.—Voluntary assignment of CP new FM station to Pocono Bcstg. Inc.

Modification of CP

WFAA-FM Dallas, Tex.—Mod. CP new FM station for extension of completion date.

WLEE-FM Richmond, Va.—Same.

License Renewal

Application for renewal of FM broadcast license filed by: KYW-FM Philadelphia.

Modification of CP

WDSU-TV New Orleans—Mod. CP new commercial television station to decrease ERP from vis. 21 kw, aur. 10.5 kw to vis. 19 kw, aur. 9.5 kw.

WBAP-TV Fort Worth, Tex.—Mod. CP new commercial television station for extension of completion date.

Exp. TV Relay

WAVE Inc., Louisville, Ky.—CP new experimental television relay station on 6975-7000, 6875-6900, 7100-7125 mc, power 0.1 w, emission special and unl. in accordance with Sect. 4.131 (b) and 4.163.

Reinstate CP

Granite District Radio Bcstg. Co., Salt Lake City—Reinstatement of CP new remote pickup station KGSO on 1622, 2058, 2150, 2790 kc, power 50 w, A3 emission, hours in accordance with Sect. 4.403.

License Renewal

Applications for renewal of standard broadcast stations license filed by: KCTX Childress, Tex.; KDKA Pittsburgh, KCDM Stockton, Calif.; KIPA Hilo, T.H.; KPMC Bakersfield, Calif.; KTRM Beaumont, Tex.; WABZ Albemarle, N. C.; WBZA Boston; WGAR Cleveland; WGAY Silver Spring, Md.; WIBV Belleville, Ill.; WOWO Ft. Wayne, Ind.; WSCR Scranton, Pa.

AM STATION DELETED

Standard broadcast authorization deleted and call letters cancelled: Burton Bcstg. Co., Mobile, Ala., WROE 1340 kc 250 w unl. (March 12).

FM CP DELETED

FM broadcast authorization deleted: Southern Bcstg. Corp., San Antonio, Tex., CP new FM (Class B) station. DELETED March 10.

TENDERED FOR FILING

TV—198-204 mc

Edwin W. Pauley, R. H. Chamberlain, and V. E. Breeden, d/b as Television Calif., San Francisco—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 31.35, aur. 15.66 kw.

TV—210-216 mc

F. M. Radio and Television Corp., San Jose, Calif.—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 33.2 and aur. 16.6 kw.

TV—186-192 mc

Niagara Falls Gazette Pub. Co., Niagara Falls, N. Y.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 23.1 kw aur. 11.65 kw.

TV—180-186 mc

Wisconsin Bcstg. System Inc., Milwaukee—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 26 and aur. 13 kw.

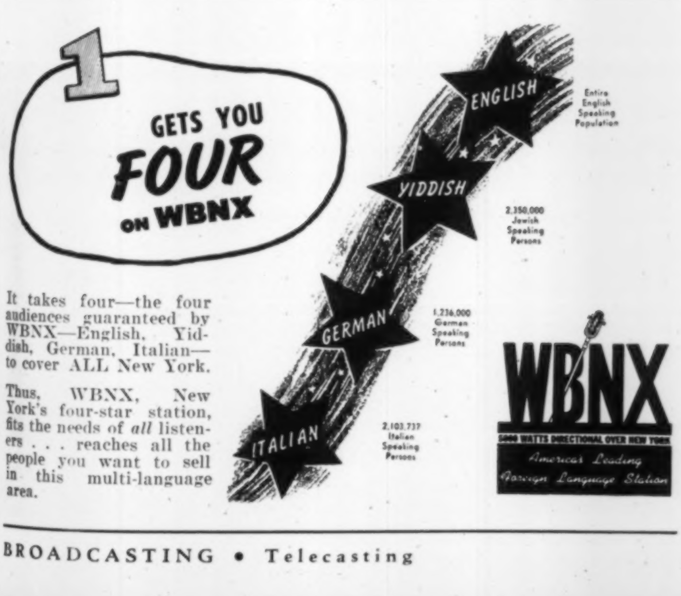
Assignment of License

KFNF Shenandoah, Iowa—Consent to assignment of license to Capital Bcstg. Co.

AM—1240 kc

Metropolitan Bcstg. Co., Alamo Heights, Tex.—CP new standard station 1240 kc 250 w unl. Contingent on KMAC vacating 1240 kc.

(*Continued on page 80*)


1
GETS YOU
FOUR
ON WBNX
ENGLISH
Entire English Speaking Population
YIDDISH
2,350,000 Jewish Speaking Persons
GERMAN
1,236,000 German Speaking Persons
ITALIAN
2,103,737 Italian Speaking Persons
WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

It takes four—the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of *all* listeners . . . reaches all the people you want to sell in this multi-language area.

WFMJ
SELLS
The Rich Mahoning Valley

AND HERE'S WHY!
THERE'S MORE
"SETS IN USE"

An Average of 45% More Than National Average

•

Youngstown Ratings of Network Shows Average 100% Higher

•

A Greater Audience at Lower Cost

Ask HEADLEY-REED

WFMJ
WFMJ-FM

The ABC Station For YOUNGSTOWN, OHIO

FCC Actions

(Continued from page 79)

Applications Cont.:

Transfer of Control

KRCC Richmond, Calif.—Consent to transfer of control CP new FM station KRCC to Leo E. Owens.

TENDERED FOR FILING

FM—97.3 mc

Eugene P. O'Fallon Inc., Denver, Col.—CP new FM station on Channel 247, 97.3 mc.

FM—98.7 mc

Serive Bcstg. Inc., Anderson, Ind.—CP new FM station on Channel 254, 98.7 mc.

TV—54-60 mc

Murphy Bcstg. Co., Des Moines—CP new commercial television station on Channel 2, 54-60 mc, ERP vis. 16.85, aur. 8.425 kw.

TV—174-180 mc

Topeka Bcstg. Assn. Inc., Topeka, Kan.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 21.1 kw, aur. 10.6 kw.

TV—186-192 mc

Columbia Bcstg. System Inc., San Francisco—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 31.4 kw, aur. 15.7 kw.

AM—1230 kc

Leonard Murel Rose, Elmer Lawrence Donze and Norbert Bernard Donze, partnership d/b as Faulkner County Bcstg. Co., Conway, Ark.—CP new standard station 1230 kc 250 w unl.

Acquisition of Control

WDGY Minneapolis—Indirect acquisition of control of Stuart Investment Co. (stockholder of licensee) by James Stuart.

KFOR Lincoln, Neb.—Indirect acquisition of control of Stuart Investment Co. (stockholder of licensee) by James Stuart.

KOIL Omaha, Neb.—Indirect acquisition of control of Stuart Investment Co. (stockholder of licensee) by James Stuart, AM KOIL and remote pickup stations KAQW and KAQX.

KPUG Bellingham, Wash.—Consent to assignment of CP to KPUG Inc.

March 18 Decisions . . .

BY COMMISSION EN BANC

Assignment of License

WMIT Charlotte, N. C.—Granted voluntary assignment of license and CP for FM station from Gordon Gray, individual, to Radio Station WMIT, partnership.

Transfer of Control

KSJO KSJO-FM San Jose, Calif.—Granted authority to transfer control of Santa Clara Bcstg. Co. by sale of 100% of issued and outstanding stock by Redwood Bcstg. Co. Inc., and others to Patrick Healy Peabody for approximately $76,000.

KHON Honolulu, T. H.—Reconsidered action taken Dec. 15, 1947, in rescinding consent previously granted pursuant to transfer application and granted same for transfer of 25% stock interest from Fitkin to Turner; and granted application for transfer of further 25% stock interest in Aloha Bcstg. Co. Ltd. by James C. Hardy to Webley E. Edwards (representing $50,000 for half interest).

Assignment of License

KSOK Arkansas City, Kan.—Granted consent to assignment of license from The Traveler Pub. Co. to KSOK Bcstg. Co. Inc., newly-formed subsidiary corporation of same parent corporation without change in beneficial ownership, for $47,000.

Transfer of Control

WFDF Flint, Mich.—Reconsidered action of Oct. 16, 1947, which designated for hearing application for transfer of control of Flint Bcstg. Co., and granted same, transferring control from Howard M. and Frederick S. Loeb to Trebit Corp. for $787,000.

Assignment of License

WWOK Flint, Mich.—Granted petition to reconsider and grant without hearing under Rule 1.386, and granted application for assignment of license for station WWOK from Albert S. and Robert A. Drohlich to Cooperative Radio Co., for $100,000 (Comr. Durr voting to deny).

Petition Granted

UAW-CIO Bcstg. Corp., Detroit, Mich.—Adopted order granting petition for review and reversal of Motion Commissioner's action of March 8 denying petition for leave to amend its application for CP; and granted said petition to amend, to specify 1130 kc 5 kw-D 2.5 kw-N unl. DA in lieu of 680 kc 250 w D and amended application was consolidated for hearing with mutually exclusive application of WCAR Inc., Pontiac, scheduled to be heard March 18; denied petitioner's request for enlargement of issues (Comr. Jones voted for denial of petition).

TV—204-210 mc

Dispatch Inc., Erie, Pa.—Granted CP new TV station (Comr. Jones for hearing), Channel 12, 204-210 mc, vis. 3.02 kw, aur. 1.53 kw; 370 ft. ant.

TV—82-88 mc

Picture Waves Inc., Columbus, Ohio—Granted CP new TV station (Comr. Jones for hearing), Channel 6, 82-88 mc, vis. 14.3 kw, aur. 9 kw; 365 ft. ant.

TV—192-198 mc

TV Inc., Columbus, Ohio—Granted CP new TV station, Channel 10, 192-198 mc, vis. 16 kw, aur. 8 kw; 570 ft. ant., subject to filing engineering information within 30 days.

Designated for Hearing

Leland Holzer, Radio Diablo Inc. and Columbia Bcstg. System Inc., San Francisco—Designated for hearing applications for TV stations in consolidated proceeding with other applicants for stations in San Francisco-Oakland district.

Modification of CP

KTSA San Antonio, Tex.—Granted mod. CP to change type trans., make changes in DA and mount FM ant. on AM tower, change trans. location and extend completion date; engineering cond.

WREX Duluth, Minn.—Granted mod. CP to make changes in DA.

Waiver Granted

WHCU Ithaca, N. Y.—Granted request for waiver of Rule 3.45(e) to permit installation of an aircraft transmitting ant. on WHCU radiator.

WFLA Tampa, Fla.—Granted application for reinstatement of CP, as mod., which granted change in DA-N.

Designated for Hearing

WINC Winchester, Va.—Designated for hearing application to change frequency and power of WINC from 1400 kc 250 w unl. to 950 kc 500 w-N 1 kw-LS, DA-N, unl. in consolidated proceeding with application of Winchester Bcstg. Corp.

Gila Bcstg. Co., Winslow, Ariz.—Designated for hearing application for new station 1010 kc 1 kw unl. DA.

Petition Granted

KRSC Seattle, Wash., and KSAL Salina, Kan.—Adopted order granting petition of KRSC for reconsideration of Commission's actions of April 29, 1947, in granting without hearing applications of KFJI, Gila Bcstg. Co. and Mosby's Inc. 5481; Doc. 8869; granted petition of KSAI insofar as it requests that its application for increase in N power, be designated for hearing, otherwise it is denied; ordered that grants of KFJI, Gila and Mosby's insofar as they relate to N operation, are set aside and designated for consolidated hearing, and KRSC Seattle, and KRKD Los Angeles made parties to proceeding.

Petition Dismissed

KRKD Los Angeles—Dismissed petition requesting reconsideration of Commission's action of April 29, 1947, in granting without hearing application of Gila Bcstg. Co.

Petition Granted

Connecticut Electronics Corp., Bridgeport, Conn.—Adopted order granting petition insofar as it requests that grant of application of Harvey Radio Labs. Inc. for new station be made subject to whatever interference such operation might receive from operation proposed by petitioner; and further ordered that Commission's action of Dec. 4, 1947, granting application of Harvey Radio Labs. Inc. be modified to extent that grant is made conditioned upon acceptance of such interference as it would receive from Bridgeport application.

Huntington-Montauk Bcstg. Co. Inc., Huntington, N. Y.—Granted petition that its application for new station 740 kc 1 kw-D be designated for consolidated hearing with applications of The Connecticut Electronics Corp. and Westco Bcstg. Corp.

Designated for Hearing

Antelope Valley Bcstg. Co. and Antelope Bcstg. Co. Inc., Lancaster, Calif.—Designated for consolidated hearing applications each requesting new station 1340 kc 250 w unl.

Voice of the Valley Co., Van Nuys, Calif.; Leland Holzer, Los Angeles; William & Lee Odessky, Los Angeles, and Essie Binkley West, Riverside, Calif.—Designated for consolidated hearing applications of Voice of the Valley 890 kc 250 w-D; Leland Holzer 890 kc 1 kw-D; William & Lee Odessky 900 kc 250 w-D, and Essie Binkley West 900 kc 1 kw-D DA and made KHJ and KIEV parties to proceeding.

Cleveland County Bcstg. Co., Norman, Okla. and KTOW Oklahoma City—Designated for consolidated hearing application of Cleveland for new station 1400 kc 250 w unl. and application of KTOW for reassignment to operate on 1400 kc 250 w unl. with applications of Norman Bcstg. Co., Griffith and University City.

Center Bcstg. Co. and Shelby Bcstg. Co., Center, Tex.—Designated for consolidated hearing applications of Center Bcstg. Co. with that of Shelby Bcstg. Co. for 1490 kc 250 w unl.

Northampton Bcstg. Co. and Robert C. Hodgkins, Northampton, Mass.—Designated for consolidated hearing applications of Northampton with that of Hodgkins for 1570 kc 250 w-D.

York County Bcstg. Co. and Biddeford Bcstg. Corp., Biddeford, Me.—Designated for consolidated hearing application of York with that of Biddeford for 1400 kc 250 w unl.

March 18 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WJJJ Montgomery, Ala.—Mod. CP new standard station for extension of completion date.

Transfer of Control

WMBM Miami Beach, Fla.—Voluntary transfer of control of licensee corporation from Kenneth S. Keyes, to Kenneth S. Keyes Jr., Allen Morris, H. J. Leader, B. Lamar Mitchell, Julius M. Vroon, Ida Akers Morris, Augustin Batista, Roberta Rymer Keyes and Lucille T. Keyes.

AM—1450 kc

Veterans Bcstg. Corp., Ottawa, Ill.—CP new standard station 1450 kc 100 w unl. Contingent upon WHFC being granted change of facilities.

AM—1550 kc

Waukegan Bcstg. Corp., Waukegan, Ill.—CP new standard station 1550 kc 250 w-D. AMENDED re officers, directors and stockholders.

AM—1460 kc

Carmi Bcstg. Co., Carmi, Ill.—CP new standard station 1460 kc 1 kw unl. DA-N. AMENDED to change hours to D.

Acquisition of Control

WEEK Peoria, Ill.—Voluntary acquisition of control of licensee corporation from E. K. Gaylord to Robert S. Kerr.

AM—1280 kc

Wachusett Bcstg. Co., Fitchburg, Mass.—CP new standard station 1280 kc 500 w-D.

AM—1450 kc

Beatrice Bcstg. Co., Beatrice, Neb.—CP new standard station 1450 kc 2 w unl.

AM—1600 kc

WJEL Springfield, Ohio—CP increa 500 w-D to 1 kw DN, change hours fro D to unl., DA-DN (1600 kc).

Modification of CP

KEYS Corpus Christi, Tex.—Mod. C change frequency etc. for extension completion date.

AM—570 kc

WFAA Dallas, Tex.—CP install ne trans., change from DA-N to DA-D (570 kc).

WBAP Fort Worth, Tex.—Same.

AM—1280 kc

KIT Yakima, Wash.—CP increas power from 1 to 5 kw, DA-D. AMENDE to change power from 5 kw to 1 kw- 5 kw-D.

AM STATION DELETED

Standard broadcast authorization de- leted and call letters cancelled: Gl H. McClain, E. H. Rowley, James Clements, L. M. Rice, Frank Mon Dowd, and Joe H. Torbett, partnersh d/b as San Angelo Bcstrs., KXSA Sa Angelo, Tex.—600 kc, 1 kw-N, 5 kw- unl. DA. Deleted March 15.

License Renewal

Applications for renewal of standa broadcast license filed by: KLOU La Charles, La.; KSTV Stephenville, Te WADE Wadesboro, N. C.; WDGY Mi neapolis; WGPA Bethlehem, Pa.; WLD Jacksonville, Ill.; WWGP Sanford, N.

Modification of CP

KARO Riverside, Calif.—Mod. CP ne commercial television station, chan from Channel 1 (44-50 mc) to Chann 13 (210-216 mc), increase ERP fro vis. and aur. 1 kw to vis. 33.2 kw, au 16.6 kw.

TV—54-60 mc

New Orleans Television Co., New Or leans, La.—CP new commercial televi

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,613 licensed, 353 construction permits, 278 applications in pending file, 344 applications in hearing; FM—103 licensed, 170 conditional grants, 740 CPs (of which 332 are on air under special temporary authority), 69 applications pending, 58 applications in hearing; television—seven licensed, 86 CPs (of which 12 are on air), 176 applications pending of which 102 are in hearing.

Hon. Wm McIlvain
Leo Burnett Co.
360 N. Michigan Avenue
Chicago 1, Ill.

Dear Wm:

Got a janitor's eye view o' th' worl' of Tomorrow or the nex' day by goin' to the plastix exposition which the Carbon and Carbide Corporation held in town (Charleston, West Va.) that is . . . WCHS broadcast from the scene of the exposition . . . which really disappointed me . . . missed the bearded lady an' th' lemonade—couldn't find none like they had in St. Louie exposition, in '98. Course, it wuz interestin' when you figger the materials of the worl' o' t'morrow are being made in Charleston—today . . . Charleston's big now—'an gettin' bigger . . . makes a man say "Whew" what a market . . . also, "Whew" "Ain't WCHS with 5000 watts at 580 the station to really git at that market . . .
Sure is . . . I sez.

Yrs. in CBS
Algy.

WCHS
Charleston, W. Va.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
• THE NEW YORK METROPOLITAN ARE
Send for WHO'S WHO Among Advertisers on WEV
WEVD
117-119 W. 46
N.Y.19
HENRY GREENFIELD, Mgr. Director

sion station Channel 2, 54-60 mc, ERP vis. 14.685 kw, aur. 7.342 kw unl.

TV—82-88 mc

The Monumental Radio Co., Baltimore—CP new commercial television station Channel 6, 82-88 mc, ERP vis. 16 kw, aur. 8 kw and unl.

TV—174-180 mc

Independent Merchants Bcstg. Co., Minneapolis—CP new commercial television station Channel 7, 174-180 mc, ERP vis. 25 kw, aur. 13 kw and unl.

Hearings Before FCC . . .

MARCH 22

Oral Argument Before Commission

WGKV Charleston, W. Va.—For renewal of license and transfer of control.

AM—Hearing

Union-Carolina Bcstg. Co., Union, S. C.—CP 1230 kc 250 w unl.

Parties respondent: WAIM Anderson, S. C.; WKDK Newberry, S. C.; WNOK Columbia, S. C.

AM—Hearing

WELO Tupelo, Miss.—CP 1460 kc 500 w-N 1 kw-D unl.

Parties respondent: KSO Des Moines; WMBR Jacksonville, Fla.; WSAC Atlanta, Ga; WBNS Columbus, O.

AM—Hearing

Jorama-Fer Radio Corp., Caguas, P. R.—CP 1240 kc 250 w unl.

Caguas Radio Bcstg. Inc., Caguas, P. R.—Same.

MARCH 22-24

AM—Hearing

Norman Bcstg. Co., Norman, Okla.—CP 1400 kc 250 w unl.

H. J. Griffith Bcstg. Co., Norman, Okla.—Same.

University City Bcstg Co., Norman, Okla.—Same.

To be held in District Court Room, Federal Bldg., Norman.

MARCH 23

AM—Hearing

KOY Phoenix, Ariz.—CP 550 kc 5 kw-D 1 kw-N unl.

AM—Hearing

Coconino Bcstg. Co., Flagstaff, Ariz.—CP 600 kc 1 kw DA-1 unl.

KWRZ Flagstaff, Ariz.—CP 600 kc 1 kw-D 250 w-N unl.

Intervenor: KFSD San Diego, Calif.

MARCH 24

AM—Hearing

KWK St. Louis—CP 1380 kc DA-N, 5 kw unl.

Parties respondent: WTSP St. Petersburg, Fla.; WMBG Richmond, Va.

AM—Hearing

WDSM Superior, Wis.—CP 710 kc 5 kw DA-2 unl.

Parties respondent: WHB Kansas City, WOR New York.

Intervenor: WGNC Amarillo, Tex.

AM—Hearing

KTSW Emporia, Kan.—Order to show cause.

MARCH 25

AM—Hearing

KGDM Stockton, Calif.—CP 1140 kc 10 kw DA-N unl.

Sacramento Bcstrs. Inc., Chico, Calif.—CP 1150 kc 1 kw unl.

MARCH 25-26

TV—Hearing

New England Television Co. Inc., Fall River, Mass.—For television facilities.

E. Anthony & Sons Inc., New Bedford, Mass.—Same.

Fall River Herald News Pub. Co., Fall River, Mass.—Same.

To be held in Civil Service Room, Post Office Bldg., at Fall River, on March 25; and in New Bedford Public Library at New Bedford, on March 26.

WE LOVE OUR LISTENERS

Yes . . . and they love us. From the outset, we have given them exactly what they wanted. There is and has always been a friendly warmth between WAIR and its listener friends. They buy any good product we tell them about.

WAIR

Winston-Salem, North Carolina

Representatives: The Walker Co.

TV APPLICATIONS

Ed Pauley Among Five Requests

FIVE APPLICATIONS for new commercial television stations were filed last week with FCC. Four of the applicants presently have other broadcast operations.

Television California, new partnership headed by Edwin W. Pauley, until February special assistant to Secretary of the Army Kenneth C. Royall, seeks Channel 11 (198-204 mc) at San Francisco. Station would have effective radiated power of 31.25 kw visual and 15.66 kw aural with antenna height above average terrain of 1,235.4 ft.

VIDEO PARADE

On air: 19.
Licensed: 7.
CP's: 86.
Pending: 176.

Mr. Pauley, who gave his net worth in excess of $1,000,000 and annual income in excess of $400,000, has contributed $360,000 of the total $400,000 capitalization of the partnership firm for 90% interest. R. H. Chamberlain, real estate operator, holds 6.25% and V. E. Breeden, vice president, William R. Staats Co., San Francisco and Los Angeles investment banking firm, holds 3.75% interest. Onetime aide to the late President Roosevelt, Mr. Pauley stated in the application he was prepared to meet annual operating losses to extent of $150,000.

Rural Service

A "rural" service outlet at San Jose, Calif., to serve the Santa Clara Valley, is sought by FM Radio and Television Corp., permittee of FM station KRPO there and which is chiefly owned by Willard L. Gleeson, president and majority owner of Broadcasting Corp. of America, operator of several California outlets including KARO (TV) Riverside. Channel 13 (210-216 mc) and power of 33.2 kw visual and 16.6 kw aural are requested at San Jose.

The new TV applicants:

Jacksonville, Fla.—Florida Broadcasting Co., Channel 4 (66-72 mc), 14.8 kw visual, 7.4 kw aural. Total cost estimated $197,500, first year operating cost $50,000, revenue unknown. Applicant is licensee WMBR that city.

Milwaukee—Wisconsin Broadcasting System Inc., Channel 8 (180-186 mc), 26 kw visual, 13 kw aural. Total cost $191,200, first year operating cost $100,000, revenue $70,000. Applicant is licensee of WFOX Milwaukee.

Niagara Falls, N. Y.—Niagara Falls Gazette Pub. Co., Channel 10 (186-192 mc), 23.1 kw visual, 11.65 kw aural. Total cost $239,725, first year operating cost $60,000, revenue unknown. Applicant is owner WHLD and WHLD-FM that city.

San Francisco—Television California, Channel 11 (198-204 mc), 31.35 kw visual, 15.66 kw aural. Total cost $276,870, first year operating cost $150,000, revenue $75,000. Partnership: Edwin W. Pauley, independent oil producer, 90%; R. H. Chamberlain, real estate operator, 6.25%; V. E. Breeden, vice president, Wm. R. Staats Co., Los Angeles and San Francisco investment banking firm, 3.75%.

San Jose, Calif.—FM Radio and Television Corp., Channel 13 (210-216 mc), 33.2 kw visual, 16.6 kw aural. Total cost $188,450, first year operation cost $156,000, revenue $156,000. Applicant is permittee FM station KRPO San Jose and is chiefly owned by Willard L. Gleeson, president and majority stockholder of Broadcasting Corp. of America. BCA owns AM stations KUCB Blythe, KROP Brawley, KREO Indio, KPRO Riverside; FM station KPOR Riverside, and TV station KARO Riverside, all California.

KARO last week filed application with FCC for modification of its permit to request Channel 13 (210-216 mc) in lieu of Channel 1 (44-50 mc) and to request power of 33.2 kw visual and 16.6 kw aural. Permit presently provides for 1 kw visual and aural.

WOR-TV New York has requested decrease in its authorized power from 31 kw visual and 18.3 kw aural to 22 kw visual and 11 kw aural. Station also seeks to move its transmitter from New York to Fort Lee, N. J. WOR-TV is assigned Channel 9 (186-192 mc).

The Daniels & Fisher Stores Co., Denver department store, has announced that it will file application for a new television station in that city providing approval is granted by the firm's board of directors, meeting April 6. Antenna would be placed atop store's 375-ft. tower, it was indicated.

KOY FM

PIONEERING IN KANSAS CITY
SINCE
1942
—
NOW
AN ESTABLISHED
CLAIM
ON THE
KANSAS CITY
MARKET
—
O. R. WRIGHT
SALES MGR.
PORTER BLDG., K. C., MO.
E. L. DILLARD, GEN. MGR.

First Call
for
THE
1948
NAB
Convention
ISSUE

• DEADLINE APRIL 24 •

WCBS-TV ADDS SEVEN TO PRODUCTION STAFF

ADDITION of seven producers and directors to the staff of WCBS-TV New York, as part of the CBS station's expansion program was announced last week by Worthington C. Miner, director of CBS television.

New appointees are Nat Karson, Broadway producer, who will be a consultant producer; directors, Ed Mabley and Ace Ochs; and associate directors, Robert Merrill, Kenneth Redford, Kingman T. Moore and Hugh Muir Rogers.

Mr. Karson has been connected with numerous New York theatrical productions as producer, director and scenic designer; Mr. Mabley has written numerous radio plays for CBS as well as Broadway productions; Mr. Ochs has written, produced and directed for CBS; Mr. Merrill is a music composer and has been associated with several theatres as director; Mr. Redford was formerly connected with N. W. Ayer & Son, Philadelphia, and Young & Rubicam, New York; Mr. Moore was formerly with RKO Radio Pictures in editing and production, and Mr. Rogers is a former staff member of *Time Magazine*.

A PAYING PROPOSITION

KLZ
DENVER

Ask the Katz Agency

CBS
560 kc.

WESTERN MEET

Educators and Radio Men Assemble

EDUCATORS, network and local radio station representatives from nine western states attended the first annual Western Radio Conference in San Francisco, March 20 and 21.

One of the keynote addresses was given on March 20 by Dr. Herbert C. Clish, superintendent of San Francisco schools, who was chairman of the opening session.

Dr. Watt A. Long, associated superintendent, San Francisco city schools, recommended the use of radio in school education. He said:

"The radio has been a tremendous factor in the development of social, political and moral attitudes.

"It is imperative that educators understand the full potentialities of the radio and acquaint the boys and girls in our schools with its use."

Other Speakers

Other speakers at the opening session, whose themes were based on the subject, "Responsible Use of Radio in Public and Human Relations and Education" were: Jennings Pierce, public service director of NBC, Hollywood; Dr. H. H. Fisher, chairman of the Hoover Memorial Institute and Hoover Library at Stanford U.; Dr. A. John Bartky, dean of the school of education at Standford U. James Day, public service director, NBC, San Francisco, opened the conference.

At a luncheon meeting on the opening day, Paul Speegle, radio editor of *The Chronicle*, presided. Guest speakers were: Bill Thompson, the "Wallace Wimple" of the *Fibber McGee and Molly* show; Richard Reeves of the Assn. for Education by Radio and Luke Roberts, KOIN Portland, Ore.

The March 20 afternoon session was devoted to the subject, "The Local Station and Community Education." Francis Noel, of California State Department of Education, Sacramento, was chairman. Speakers were: William Sener, KUSC, U. of Southern California; J. F. Tighe, KTIP Porterville, Calif.; O. H. Brown, KSBR (FM), San Bruno, Calif. and McCall Smith, U. of California.

"Radio and the School—Achievement and Challenge" was the subject of first session of second day. Hale Sparks, radio administrator, U. of California, Los Angeles, was chairman. Speakers were Frances Frater, of the McClatchy Broadcasting Co.; Majorie McGilvrey, Mountain View High School; Everett Brau, principal, San Luis Obispo, Calif., Junior High School.

Afternoon session of final day was devoted to subject, "Of Mikes and Men's Minds." Norman Ostby, assistant vice president, ABC, Hollywood, was chairman. Speakers were: Dr. Peter Odegard, president, Reed College, Portland, Ore.; Allen Miller, director, Rocky Mountain Radio Council and Stanford Radio Institute; Glen Shaw, manager, KLX Oakland, Calif.; Harlan Adams, dean of arts and sciences, Chico, Calif. State College and Nancy Holme, education director, CBS, Los Angeles.

John C. Crabbe, director of radio, College of the Pacific, Stockton, Calif., was in charge of the program for the two day session.

In conjunction with the conference there were exhibits by manufacturers and retailers of audio-visual equipment and by the stations and networks participating in the meetings.

CHICAGO TV SOCIETY STEERING UNIT NAMED

REPRESENTATIVES of advertising agencies, stations and the television production field met last Wednesday in Chicago to lay the groundwork for a local society designed to foster the advancement of the city's mushrooming television industry. Two previous meetings were held last month [BROADCASTING, Feb. 23].

The new organization, meeting at the Sheraton Hotel, elected a steering committee of nine members to set up its structure and offer recommendations for procedure. Officers will be elected at group's next meeting, date unannounced. Membership will be open to all persons associated with the video field, it was announced.

Chosen for the committee were:

Agencies—Holman Faust, vice president and radio director, Mitchell-Faust Adv. Co.; Arthur Holland, television director and account executive, Malcolm-Howard Adv. Agency; Fran Harris, video director, Ruthrauff and Ryan.

Stations — Reinald Werrenrath Jr., program director, WBKB Chicago, Balaban & Katz station; Don Cook, engineer, WGN-TV, Chicago Tribune station; Fred Kilian, ABC.

Production—Ardien Rodner, president, Television Advertising Productions; Fred Niles, Kling Studios, video department; Betty Babcock, free lance producer.

Mr. Rodner is serving as temporary chairman.

NBC Appoints Two To Key Video Jobs

Blackburn Is National Program Chief, Wade Production Head

FOLLOWING the increase in the number of NBC television affiliates and the planned completion this year of additional NBC owned-and-operated video outlets, NBC Television announced last week the appointment of Norman Blackburn as national program director.

Mr. Blackburn, formerly vice president of the J. Walter Thompson Hollywood office, will be charged with overall program planning for the video network. Warren Wade, of NBC Television, simultaneously was appointed production manager. He will supervise program production of NBC's owned-and-operated TV stations.

HEARTY congratulations are extended John Outler (r), general manager WSB Atlanta, to Fred E. Magenheim secretary of Mason, Au and Magenheim Brooklyn confectioners, at a cocktail pa ty following initial WSB Barn Dance pr gram, sponsored by the sweets concer Pleased onlookers are Franklyn Dyson Moore & Hamm, New York agency, Frank Gaithner, WSB commercial man- ager.

Red Cross Newspaper A Policy in Freeport H

IMPLIED endorsement of nev
paper advertising by the local R
Cross chapter at Freeport, Ill., h
been protested by Dave Tayl
commercial manager of WFE
Freeport. In a letter to Freep
Red Cross officials he said t
chapter had directly solicited pa
newspaper space, resulting in add
tional local revenue for the loc
newspaper.

Mr. Taylor wrote that broa
casters are glad to donate a
possible time to the Red Cross bu
objected to the endorsement o
newspaper advertising.

In a letter to the local chairma
Philip Schenkenberg, of Red Cr
midwestern headquarters, S
Louis, said the Red Cross does n
expect advertisers to make add
tional media expenditures to pr
mote Red Cross projects nor do
it ask free broadcasting time fr
stations when such time wou
ordinarily be sold to sponsors.

Phenomenal Value!
17 JEWEL • 2 PUSH BUTTON
CHRONOGRAPH 29.75
• WRIST WATCH • TELEMETER
• STOP WATCH • TACHOMETER

INCABLOC SHOCK RESISTANT FEATUR
• Sweep second hand • Radium Dia
• Anti-Magnetic • Unbreakable cryst
• Stainless steel back (formerly $71.5
IDEAL FOR • Physicians • Engineers • Radi
men • Sportsmen • Photographers • Aviator
ALSO AVAILABLE IN 18-K GOLD CAS
$64.50 (Plus 10% tax) FORMERLY $12
MONEY BACK IN 10 DAYS if not satisfie for any reaso
ADLEW JEWELERS Dept. R
117 W. 42d St., N. Y. 18
MAIL ORDERS PROMPTLY FILLED. Shipped C.O.D. or send check or money-order. Address all mail-orders to ADLEW JEWELERS (Dept. R) 152 W. 42d St., N. Y. 18

Fax Future

(Continued from page 15)

traced the development of facsimile, and said that last April there were only two main points of difference between standards proposed by the Radio Manufacturers Assn.'s facsimile committee and those proposed by Panel 7.

Panel 7, he recalled, felt that standard "definition" and "length of available scanning line" should be stated in terms of "index of cooperation" and that a single value—984—should be established for this index. The RMA recommendation looked toward two standard values: 492 as well as 894. Panel 7 felt that by standardizing the index of cooperation, rather than the length of available scanning line and the definition, facsimile recorders of any page width might be used interchangeably at either one of the two index values, just as television sets receive pictures on varying size screens.

Under the RMA proposal, he testified, transmission of photographs could involve serious distortion.

Favored Index

Mr. Hogan pointed out that the panel in its pre-hearing conference two weeks ago went on record favoring the use of both 984 and 492 index values "until such time as a single value can be selected." He said he was confident the 984 index—involving an 8.2-inch width with definition of 105 lines per minute, permitting transmission at the rate of 28 square inches per minute—would ultimately be preferred. By comparison, he said, a 492 index value—based on 4.1-inch width and 105 lines per minute—would transmit at the rate of 14 square inches per minute.

Under questioning he said that, "all other things being the same," it would be possible to use a 50% narrower channel if the index value were 492; that a 4.1-inch width recorder could be converted to 8.2 with little expense, and that both values could be accommodated by changing the rate of paper feed.

Mr. Hogan said the RTPB panel, with Mr. Alden not voting, adopted a resolution reporting that it "found no multiplex proposal that would meet the FCC requirements" and therefore had "limited its recommendation to simplex operation." However, the panel felt provision should be continued for experimentation in multiplex transmissions.

Testifying as president of Radio Inventions Inc. and Faximile Inc., Mr. Hogan said "thousands and thousands" of persons have seen General Electric equipment built to RTPB standards, and that the service is "wanted."

He said the cost to the broadcaster would be "exceedingly favorable," estimating $3,000 to $5,000 would put a small FM station into the facsimile business and $12,000 to $15,000 would provide a "more elaborate" installation. He estimated a top-quality combination receiver would cost $800 to $900, and that a "deluxe" recorder alone probably would cost around $250 but could be brought down to $100 "reasonably soon" through quantity production. Paper, he said, costs about 1c per sheet now and eventually should be reduced to 25% of that, with the result that a 15-minute edition would cost one cent.

To questions from Mr. Plotkin, he said facsimile operation in the AM band would be feasible but not desirable, and that operation on television frequencies would be "very feasible." He did not feel that there would be room for both simplex facsimile and FM within the same band if both services develop to the proportions expected of them. But he was confident that multiplexing would be perfected, and said allocations should be reconsidered in "two or three years."

Asked whether there was any place outside the 88-108 mc FM band where facsimile might operate on a simplex basis, Mr. Hogan suggested the "lower part of the television band."

Mr. Finch told the Commission that his firm's Colorfax could be operated on the same standards as the black-and-white facsimile, that the recorders would be about the same in cost, and that the paper used in Colorfax—ordinary paper, unprocessed — would cost about 28c per 100 feet as against $3 per 100 feet of monochrome paper. The color machine, he said, operates at one-fourth the speed of the black-and-white machines.

Colorfax Copies

Mr. Finch offered copies of Colorfax transmissions, which Dr. Laverne Philpott, Finch Telecommunications director of research and development, said are produced by scanning each line with a different color—blue, green, and red, with an amber filter for black. The colors are reproduced in the recorder by pigment leads of the corresponding colors.

Replying to Mr. Plotkin, Dr. Philpott said that due to the different operating speeds a black-and-white recorder would elongate color transmissions four times. But, he said, it was not proposed to use color in the transmission of non-photographic material. He said a color recorder could be converted to black-and-white by substituting black leads for the colored leads, and could pick up black-and-white transmissions without distortions. Most of the Finch color work, he conceded, has been done in the laboratory.

Mr. Crooks, director of Newspaper Publishers Faximile Service, said that "wherever facsimile is shown and the public can see it, there is a spontaneous public demand for the service." If it were available, he said, the demand might exceed that for television. He estimated a staff of five persons can prepare a facsimile edition.

No Objection

Mr. Alden, first Tuesday witness, told the Commission his company believes the 4.1-inch width is the best all-around service—from both economic and performance standpoints. But he thought limited service should be permitted on the 8.2-inch width.

Voicing no objection to the Commission's present facsimile rule 3.266, Mr. Alden asked that multiplexing at least be permitted on an experimental basis to determine whether or not objectionable interference would result to the aural program portion.

Throughout his presentation, and also that evening at a demonstration staged by his firm, Mr. Alden stressed the entertainment potentials of facsimile.

Mr. Alden said his firm is prepared to produce any likely number of scanners for broadcasters and that tooling and jigs for 4.1-inch recorder production are ready. From 5,000 to 25,000 recorders could be turned out in a "reasonable" time. He said 8.2-inch re-

(Continued on page 84)

Transit Radio

(Continued from page 15)

with card questionnaires which they fill out and return. Questions cover acceptance of programs being broadcast, preference suggestions and other comments.

WWDC-FM is broadcasting a special format of light classical music and news for the test. Transmissions are 10:30 a.m.-12 noon, 4-6 p.m. and 7:30-8:30 p.m. The programs are aired in 20-minute segments with 18 minutes of music and two minutes of news. Announcements, which may soon be commercial, are planned every five minutes.

According to proposed plans Capital Transit several months hence would allow WWDC-FM to equip some 500 busses and street cars with the Transit Radio receivers and speakers. It is expected the franchise would include a flat fee and percentage agreement. Each vehicle installation costs $175, according to Ben Strouse, WWDC and WWDC-FM general manager. He said no expense would accrue to either the bus line or the public in the installation or operation of the system.

WWDC-FM most of the day for the transit audience would program an easy-to-listen-to-fare of good music, news and sports information and similar programs. Commercials would be sold to advertisers at an estimated rate of about $1 per guaranteed 1,000 transit listeners. The home audience would be a bonus. Commercials would be limited to not more than one every five minutes and to length of 30 seconds.

Initial trials in Washington produced excellent reception in varied sections of the city. WWDC-FM is assigned Channel 266 (101.1 mc) with effective radiated power of 20 kw.

Mr. Strouse pointed out that while the music was designed to provide bus riders a soothing background to overcome the disagreeable traffic sounds, the programs would be highly acceptable to the home audience.

PHILADELPHIA'S
No. 1 Disc Jockey
Doug Arthur
with
Danceland
10,000 Watts
WIBG
REPRESENTED Nationally by Adam J. Young Inc

Announcing . . .
the appointment of
WILLIAM
G.
RAMBEAU
COMPANY
as *EXCLUSIVE*
NATIONAL
REPRESENTATIVE
for . .
POTTSVILLE READING LANCASTER YORK HARRISBURG
STAR MARKET OF CENTRAL PENNSYLVANIA
WLBR LEBANON
AM-WLBR-FM
LEBANON, PENNSYLVANIA
Julian F. Skinnell, Op. Mgr.

Fax Future

(*Continued from page 83*)

corders could be made but that line is not so readily mass produced.

Mr. Alden stated the company also has an 18-inch width recorder available as a utility model suitable for use in public places. Producing enlarged-print copy, the model exposes 51 inches of paper at a time and is easily read at distances of 20 feet or more.

Summary of the Alden preference for the 4.1 system was offered by Alexander Nyman, the firm's technical director. Among the points he made for the smaller width were the following:

Economy of recorders and paper; simple copy preparation through use of single-column, continuous presentation format; important news or announcements could be cut in any time without delay until end of a multi-column "page" in larger width system; public display on utility model possible through four-fold enlargement; particular suitability to multiplexing on FM now, perhaps AM later; immediate adaptability to transmission on regular telephone lines.

Lower power consumption, simplicity of synchronization makes it ideal for farm area or mobile use; no extra equipment required, workable on any FM receiver or tuner; better quality, more economy possible in manufacture; single column permits readjustment in scanning to get better photograph definition; wire circuit adaptability makes system suitable for foreign market consumption where public wired broadcast systems exists.

Mr. Nyman said multiplexing might be accomplished by carrying the facsimile signal on the upper 3,000 cycles of the FM channel, with modulation about 25%. He said no filter is required on the FM receiver but an inexpensive one is placed on the facsimile recorder to cut out the aural signal. He indicated interference would be greater with multiplexing of the 8.2-inch system.

On Tuesday afternoon Finch Telecommunications presented a quarter-hour technicolor movie illustrating varied applications of facsimile in business and industry.

E. Z. Jones, general manager of WBBB and WBBB-FM Burlington, N. C., went on record supporting the RTPB Panel 7 proposal. He termed facsimile the "poor man's television."

Some experiments in network multiplexing have been tried, Mr. Jones said, in conjunction with the Dixie Relay Network, composed of FM outlets in North and South Carolina.

Comprehensive exhibit of its 8.2-inch width facsimile operations was entered by Triangle Publications Inc., operator of WFIL-AM, FM, TV and FX, and publisher of the *Philadelphia Inquirer*. WFIL General Manager Roger W. Clipp testified that the "immediate establishment of commercial standards is not enough, in and of itself," to spur facsimile progress. "Implicit in the economies of the situation is the necessity of assigning to facsimile a permanent home in the spectrum" as assurance to manufacturer and public alike, he said.

Mr. Clipp indicated he would like to see separate frequencies for facsimile but that present simplex operation in the FM band would be satisfactory.

WFIL Investment

Capital investment in facsimile by WFIL, according to Mr. Clipp, is $67,496.85, with $57,611 of that amount representing equipment. Operations expense for January, the first full month of operation, was given as $4,686.46. Two editions per day were aired.

A public acceptance survey conducted by WFIL-FX at recorder display sites, computed on 945 questionnaire returns, showed 83.4% had viewed a facsimile newspaper for the first time and that 73.6% would like a home set. Mr. Clipp reported 73.6% would pay $100 for a recorder, 31.2% would be willing to pay $200 and 5.7%, $500. National and international news ranked highest in popularity.

Louis E. Littlejohn, chief engineer of the *Inquirer* stations, related technical details of operation.

Merrill Panitt, editor of the *Philadelphia Inquirer Facsimile Edition*, told the Commission, "We have considered facsimile to be a marriage of the newspaper and radio." Mr. Panitt did not favor the 4.1-inch system, on grounds that it is not adaptable to a facsimile newspaper.

Lee Hills, managing editor of the *Miami Herald*, operator of WQAM and WQAM-FM, testified facsimile should be given the commercial green light to get it "off the ground." He said public reaction has been very good to the WQAM-*Herald* single column 8.2-inch width transmissions. Mr. Hills favored the simplex system, sharing hours with FM aural broadcasting. Expressing strong preference for the 8.2-inch width, Mr. Hills said if 4.1-inch were chosen exclusively the *Herald* would drop out of facsimile.

G. Bennett Larson, vice president in charge of television for WCAU Philadelphia, affiliate of the *Philadelphia Bulletin*, favored immediate commercialization of facsimile even to the extent of FM multiplex. He believed more multiplex experience is needed, however.

WCAU-FM is being interrupted daily around noon for about 1½ hours of 4.1-inch simplex facsimile transmission, Mr. Larson said. WCAU has 8.2-inch equipment on order, he told FCC, estimating that the larger size would cost about four times as much.

Robin D. Compton, engineer in charge of television and FM for WCAU Inc., supported Mr. Nyman's testimony in behalf of FM multiplexing and said that the average FM receiver today does not deliver to the listener faithful reproduction above 8 or 10 kc. He favored 4.1 as best for multiplexing.

Although WCAU would go on commercial facsimile basis if FCC permitted, Mr. Compton stated his personal opinion was that experience is insufficient at present to warrant authorizing a full commercial system. As to WCAU experimentation Mr. Compton said some 20 recorders have been used in about 100 different locations up to 70 or 80 miles from the station. Even where FM reception was not too good the facsimile system functioned satisfactorily, he said.

FM Assn. presented for the record a resolution favoring multiplexing and asking that no channels in the 88-108 mc FM band be assigned exclusively to facsimile.

De Neuf Statement

Rural Radio Network Inc., permittee for six FM stations in New York state, entered a statement by Donald K. De Neuf, chief engineer, which asked immediate adoption of standards and recommending RTPB Panel 7 proposals. The 8.2-inch system was favored.

Agreement with RTPB Panel 7 recommendations also was expressed for RCA by Charles J. Young, in charge of facsimile development and research for the RCA Laboratories Division. He outlined RCA work in the field since 193 and indicated a single standard is desirable. Mr. Young declined to comment at any length on multiplexing. He said the last work on multiplexing was in 1941, at which time considerable intermodulation trouble was experienced.

FOURSOME at ABC Central Division affiliates meeting March 10 in Chicago (l to r) Ivor Kenway, vice president-advertising, ABC; Martin Campbell, general manager, WFAA Dallas; Robert R. Tincher, general manager, WNAX Yankton, S. D., and James Connelly, of ABC's station relations staff in New York.

WHEN Harold V. Hough, radio director of WBAP Fort Worth, insisted on wearing his hat in the lounge of Chicago's swanky Ambassador East Hotel between sessions of ABC Central Division affiliates meeting, everybody understood. Harold is from Texas where a man does as he pleases. Others in picture (l to r) are Howard Lane, director of Marshall Field Radio Enterprises; John Norton, vice president-station relations, ABC; and Eugene Carr, radio director, Brush-Moore newspapers (WHBC and WHBC-FM Canton, Ohio, and WPAY Portsmouth, Ohio).

KFMB
sells
SAN
DIEGO
...better
than ever!
Now 1000
watts on 550 kc
Remember! More power means more sales to more people . . .
KFMB*
* Now operating KFMB-FM
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
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ST LINKS MUST MOVE TO 940-952 MC BAND

FM BROADCASTERS holding temporary authorizations for studio-transmitter links should plan to change at an early date to the ST allocated band of 940-952 mc, FCC stated last week. The Commission noted that equipment is now available and temporary authority interference problems are increasing.

Because equipment for 940-952 mc heretofore has not been readily available and because FM stations have desired studio-transmitter circuits, FCC has granted temporary permission for ST operation on other frequencies where interference would not result. This particularly had been unused television channels.

The Commission noted that a New Hampshire FM station already is employing the new high ST band equipment and it appears more will be generally available within months.

Benoit Going to Mexico Firm Post; Given Leave

WALTER E. BENOIT, radio and electronics executive of Westinghouse Electric Corp., has been granted a two-year leave to serve as treasurer of Industria Electrica de Mexico in Mexico City, according to Walter Evans, vice president in charge of all Westinghouse radio activities. Mr. Benoit will leave for Mexico City March 26.

Mr. Benoit

Industria Electrica de Mexico was organized in 1945 by Mexican and American capital for the production of a complete line of electrical and electronics equipment.

LEGISLATORS GUESTS OF NERN AT DINNER

NEW ENGLAND Congressional delegation was entertained Thursday by New England Regional Network in the Mayflower Hotel, Washington at the second annual dinner in connection with the *New England Round Table* program on which members of the delegation participate.

Among guests were FCC Chairman Wayne Coy and Commissioners Paul A. Walker, George E. Sterling, Rosel H. Hyde and Edward M. Webster; from NAB, Justin Miller, president, A. D. Willard Jr., executive vice president, Richard P. Doherty, Employer-Employee Relations director. Frank M. Russell, vice president, represented NBC. J. J. Weed attended for Weed & Co.

Attending on behalf of the network were W. H. Rines, John L. Hogan, WCSH Portland, Me.; Jack Atwood, WRDO Augusta, Me.; Edward L. Guernsey, WLBZ Bangor, Me.; Paul W. Morency, Walter Johnson, Leonard J. Patricelli, Bernard Mullins, N. Thomas Eaton, WTIC Hartford; Mortimer L. Burbank, John J. Boyle, WJAR Providence; J. B. Conley, W. C. Swartley, Gordon Swan, F. P. Nelson, C. M. Meehan, WBZ Boston and Westinghouse Radio Stations Inc.

UNITY'S FM

UNITY Corp., licensee of WTOD and WTOD-FM Toledo, received grants from FCC last week for new Class B FM stations at Springfield and Mansfield, Ohio.

At the same time the Commission denied a petition of Mansfield Journal Co., former Unity rival, which had asked that a previous FM grant to WMAN Mansfield be recalled and had also opposed Unity on charges that Edward Lamb, one of its principals, "is not qualified to be" a licensee [BROADCASTING, Feb. 9].

It was the Journal's contention that WMAN had campaigned against establishment of a competitive station in Mansfield and that Unity's Mr. Lamb had written a book on Russia which advocates overthrow of the U. S. by force [BROADCASTING, Feb. 9].

But FCC ruled that the Journal's "claim that it is not in the public interest to grant either the Unity or [WMAN] applications is not sustained. The Commission has full and complete information regarding these applications and nothing new is contained in the instant petitions such as would warrant a rehearing on these applications."

Jones Dissents

Comr. Robert F. Jones dissented from the Unity grants, voting for further hearing on each application.

The grants were issued "subject to Canadian objections within 15 days" from March 12, and subject to the usual conditions with respect to approval of transmitter sites and antenna structures by the Civil Aeronautics Administration.

The Springfield grant was for use of 100.7 mc (Channel 264) with 10 kw effective radiated power and antenna height 175 feet above average terrain. At Mansfield the grant was for 105.3 mc (Channel 287) with 7.25 kw and antenna height of 345 feet.

In the Mansfield case, the Mansfield Journal, Unity, and WMAN originally went through a competitive hearing because there were then only two channels allocated there. Subsequently a third channel was moved to Mansfield and FCC granted WMAN's application severing Unity's and the Journal's for consideration independently of each other [BROADCASTING, Jan. 19]. It was this action that drew the Journal's petition for rehearing.

The Commission ruled that there was no merit in the Journal's claim that failure to keep all three applications in consolidated hearing might prejudice its own chances for a grant. The Journal contended this might be the result (1) if one of the three Mansfield channels were allocated elsewhere; or (2) if

Springfield, Mansfield To WTOD Licensee

a new applicant should apply for the third channel and get into competition with the Journal. Grant of WMAN's application and severance of Unity's, the Journal argued, would take away the Journal's rights to oppose the two others and deprive it of its rights to "due process."

In addition to its FM application, the Journal and its affiliated Lorain Journal Co., of Lorain, Ohio, have pending AM applications (for 250-w daytime stations on 1510 and 1140 kc, respectively). FCC has proposed to deny both the AM and FM applications, on grounds that the newspaper firm's owners had sought consistently to suppress competition. The two newspaper firms will oppose this proposal in oral argument.

L. A. ANGELS TELECASTS TO HAVE COMMERCIALS

BBDO Hollywood is projecting series of 25-30 film commercials for use during telecast of the Los Angeles Angels under sponsorship of Standard Oil of California.

No fixed budget has yet been determined for production of commercials. Plans call for 30-second and one-minute commercials, although ratio of each has not yet been fixed.

Although agreement provides that telecasts are non-exclusive, it is believed that P. K. Wrigley, owner of the Angels as well as the Chicago Cubs, would not be likely to sell the rights to another sponsor as well. It is believed he may see fit to allow other stations to offer the games as program fare in addition to KTLA which will carry the games for Standard.

Whether the signboards of other advertisers at the ballpark will be left up had not been worked out last week.

The 66-day game home schedule of the Angels will start April 18 with Standard paying an estimated $50,000 for time and the rights [BROADCASTING, March 15].

Gen. Taylor, Wife Hurt Parachuting From Plane

BRIG. GEN TELFORD TAYLOR, on leave from his post of FCC general counsel and more recently chief U. S. war crimes prosecutor at Nuernberg, was injured along with his wife and nine other Americans when they were forced to parachute from a crippled U. S. Army plane over Berlin last Thursday.

Gen. Taylor has been hospitalized for a sprained back, cuts and bruises and severe shock, and his wife suffered minor injuries, according to U. S. Army headquarters in Berlin.

SINGLE AM-FM-TV FEE IS ANNOUNCED BY BMB

A COMBINED subscription fee plan for AM, FM and television broadcasters, effective immediately, was adopted by the Broadcast Measurement Bureau's executive committee last week.

The plan provides that a broadcaster who owns any combination of the three types of stations in the same city may subscribe to BMB for all such stations by the payment of a single subscription fee, based on the total revenue of the stations. If the combination fee is higher than the total fees he would pay under separate contracts, the broadcaster may subscribe separately.

The same method of audience measurement which applies to AM stations will apply to FM and video, BMB said. BMB hopes the new plan will encourage subscriptions by FM and television broadcasters.

Theatre Video

LOS ANGELES theatre owners will get a look at the RCA cinema video equipment at meeting of Southern California Theatre Owners Assn. March 30. In addition, J. H. Nicholson, head of Television Relay Co., will demonstrate his film-off-video-screen system.

Baltimore's
Listening
Habit
WCBM
MUTUAL
BROADCASTING SYSTEM
JOHN ELMER, President
GEORGE H. ROEDER
General Manager
Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston,
Detroit, Atlanta, Hollywood,
San Francisco

PACT REACTION

Broadcasters Comment On Petrillo Action

COMMENTS by broadcasters in connection with the three-year agreement reached last week by AFM and the four major networks follow in part:

Justin Miller, NAB president: "I am happy to observe that the negotiations have reached a successful culmination. This shows clearly that broadcasters and musicians can calmly and reasonably work out the solution of their problems to their mutual benefit."

Frank E. Mullen, executive vice president of NBC: "The arrangements are of the greatest significance to the entire broadcasting industry. Peace has been established on the network front. Willingness of the AFM to cooperate with the broadcasters for the development of television is most heartening and will provide a great stimulus to the entire television industry. I am certain that the development of television in the United States will provide new and additional employment to the members of the federation. We propose that already established sound programs such as the NBC Symphony, the *Fred Waring Show*, the *Chesterfield Supper Club* and *The Telephone Hour* will be televised in the very near future."

Mark Woods, president of ABC: "I believe the agreement reached by the four networks with Mr. Petrillo and his associates means that stability has come to the highly important aspect of musical presentations by the radio industry. ABC's television plans call for extensive use of live music. We are arranging to televise the Metropolitan Opera and orchestras whose music is carried over our standard band facilities. ABC, with some 70 FM affiliates, will continue to present by FM outstanding musical programs. The spirit of cooperation which marked these negotiations brings credit to the AFM and Mr. Petrillo in their sincere efforts to work with the broadcasters in guaranteeing the rapid development of the newest radio forms."

FIRST... WHERE THERE'S MOST!

WJDX
NBC AFFILIATE
IN Jackson
MISSISSIPPI

Mississippi leads all four neighboring states in gains made in manufacturing employment from 1940 to 1946. Mississippi had an increase of 47.7 per cent, as compared with a national average of only 33.3 per cent.

5000 - DAY
1000 - NIGHT

18 YEARS' LEADERSHIP

Represented Nationally
by the
George P. Hollingbery Co.

J. R. Poppele, vice president of WOR New York and president of Television Broadcasters Assn.: "End of the ban on live music in television will give television programming a tremendous uplift. Greatly superior programming may be expected, including recitals by famous artists, symphony concerts, operas and operettas, musical comedies and the like. The musician and the concert artist will find new avenues of employment for his talents. We feel television has now hurdled one of the few remaining obstacles in its path to ultimate national success."

Joseph H. Ream, executive vice president of CBS: "The agreement is a constructive step in providing stability for the radio industry and in paving the way for the advancement for both FM and television broadcasting. With work underway on the largest television studio plant in the nation, CBS intends to utilize live musicians in its varied program schedule from these studios. In addition special events television broadcasts will be enriched by music from the scene of the event. Columbia's plans also include the televising of certain of its AM programs which utilize musicians."

LEVER BROS. TO AIR 'JUNIOR MISS' SERIES

LEVER BROS. and its Pepsodent Division are in the final stages of negotiations for *Junior Miss*, a harbinger of current teen-age dramatic shows, originally aired Wednesday evenings on CBS until 1942. Confirmation of contract and details were expected over the weekend or early this week.

New series, which will originate in Hollywood, will be carried in the 10:30-11 a.m. (CST) segment on CBS, Saturdays, beginning April 3. According to present plans, show initially would advertise Pepsodent products (tooth powder, paste) but eventually extend to other Lever Bros. merchandise.

Agency for Pepsodent tooth powder is Needham, Louis and Brorby Inc., Chicago; for tooth paste Foote, Cone and Belding, Chicago.

JIMMY TOOTLED

Sounds a Quavering "A" At the Conference

TO THE AMUSEMENT of everyone at the news conference announcing the AFM-network agreement last week, James C. Petrillo was handed a trumpet, an instrument he once played for a precarious living before he became boss of the AFM.

The trumpet was brought to the conference by Charles R. Denny, NBC vice president and general counsel, who is perhaps the highest priced musician's helper in history. Mr. Denny and Frank E. Mullen, NBC executive vice president, suggested that Mr. Petrillo test his trumpeter's lip—which has been put to active but other uses since he became a union chief.

Mr. Petrillo, not unnerved, tootled a quivering note which the keenest musical ears in the room identified as an approach to "A."

Guild TV Warning Has Little Effect

Producers Claim That Position Of Union Is Untenable

UNCONCERN by movie producers last week greeted the Screen Actors Guild in Hollywood when SAG issued a statement March 16 that "no producer has the legal right to sell or use for television any film made for theatre exhibition."

In most quarters this was interpreted as an advance stand by the actors in preparation for the start of negotiations for a new contract. Legally there is no question of right in films made, since standard contracts of the past specifically give producers the television performance rights.

As to the future, "the whole subject of television is something to be considered in current negotiations," in the opinion of Charles Boren, labor relations head of the Assn. of Motion Picture Producers. Similar sentiments were voiced by other representatives of the smaller producing units.

SAG stand springs from plan of Dr. Ferenz Fodor, president of Audio Pictures who also has organized Television Libraries Inc. to sell for television film backlog of more than 40 producing units. Specifically, the SAG letter which went to more than 200 producers said "our attention has been called to a report in the press that certain producers are about to sell for use in television certain motion pictures made for theatre exhibition."

Dr. Fodor told BROADCASTING that the Guild position is untenable in light of past contract terms. Further it is believed that the film industry is unlikely to relinquish its contract position on television since it offers a source of revenue which will grow in the face of a declining world market.

Network—AFM

(*Continued from page 13*)

to permit the use of the service of musicians on AM and FM, simultaneously and interchangeabl and on cooperative and local pa ticipating programs.

In the field of television broadcasting, both parties agree to c operate fully in making the services of musicians available for television.

Thus, it was announced, tha musical programs broadcast on A networks may also be broadcast o television simultaneously; and th musicians employed under the A contracts will also be subject t assignment for independent television programming. Televisio pickups of public events, includin live music, such as parades, a tivities at stadiums and arenas an the like may also be picked u via television; and use of filme transcriptions of television show for the purpose of making suc broadcasts available to the affil ates of the originating station will also be permitted. All partie feeling it was too early to set fixed rate pattern for such television use of musicians service agreed that, instead, individua rate arrangements would be mad from time to time to meet progra needs as they arise. All such arrangements will be subject to mutual agreement by the parties involved in each case.

Mr. Petrillo stated that the AF fully recognized the developmenta stage of television broadcasting t day and wished to help it grow Accordingly, he pledged that th rate patterns set during this period would be reasonable and economic ones which the televisio industry could afford to pay.

It was understood that this developmental period during whic rates would remain fluid woul continue until both the AFM an the television broadcasters agre that it was feasible to set long term rate patterns. The AFM ha pledged that musicians will continue to be available for televisio purposes during the three-yea period.

De Mille Case Appealed To U. S. Supreme Cour

THE LONG FIGHT of Cecil B de Mille against American Federation of Radio Artists was carrie to the U. S. Supreme Court Marc 17 when the movie producer's attorneys filed an appeal from th California Supreme Court.

Three state courts have uphe AFRA's rights in suspending Mr. De Mille from membership for failure to pay a $1 assessment, purportedly of a political nature, i 1944. Attorneys for Mr. De Mill have advised the Supreme Cour that the union action abridged hi constitutional rights. The compulsory assessment violated, they said his freedom of speech, and denied him his right to work.

Clears' Fate

(Continued from page 13)

tee. "So much of that record as may be pertinent, or perhaps a digest of it, may be made a part of the record before this committee."

FCC itself planned no presentation. The Commission's decision, unique in a proceeding of this kind, was sent to the committee Friday in a letter by FCC Chairman Wayne Coy explaining that the pendency of the clear-channel case made it inappropriate for FCC to comment on the proposed legislation.

Meanwhile, it became apparent that FCC and other communications experts had conceded the need not only for a postponement of the August conference to revise the North American Regional Broadcasting Agreement—in which the U. S. position will depend upon the outcome of the Johnson Bill and the clear-channel case—but also for a substantial extension of the NARBA agreement now in effect [BROADCASTING, March 8, 15].

State Dept. officials reportedly were exploring the possibilities of such a course, but it was learned in other quarters that Mexico may itself ask for a postponement of the NARBA conference and thereby make it unnecessary for the U. S. to suggest that action. With proposals for changes in NARBA due May 1, it concededly would be impossible to meet that deadline and comply with the Senate committee's request that the clear-channel decision be held up until after the hearing on the Johnson bill.

It was believed that Canada would agree to a NARBA conference postponement, so that the only real concern was for Cuba's reaction. Unofficial reports, however, were that Cuba would be content to retain the *status quo*, despite its bid for a dozen 1-B channels when the new NARBA is worked out.

Tobey Threat

Sen. Tobey, who since assumption of the acting chairmanship of the Senate committee has been an outspoken inquisitor of both FCC and the industry, indicated he might resurrect the 1946 Interim NARBA conference with an investigation of charges "that our country bargained off valuable frequency rights."

In some quarters, thought was being given to a proposal for horizontal increases in power as a means of accomplishing wider radio coverage, which would mean stronger signals for all stations with no increase in relative signal strengths. A 10-fold increase, for example, would boost 250-watters to 2.5 kw; 5 kw outlets to 50 kw, and 50 kw stations to 500 kw.

Reports were circulated that NAB might enter an appearance for the Congressional hearings, but these were discounted in view of the association's hands-off attitude toward the clear-channel question, on which the interests of NAB members are divided.

While the CCBS planned as detailed a presentation as the committee will permit, its chief adversary in the FCC hearings, the Regional Broadcasters Committee, was reported by Attorney Paul D. P. Spearman to be planning no part in the Congressional sessions.

It was understood that Ed Craney, managing director of the Pacific Northwest "XL" stations and a member of the RBC, who figured prominently in the 1944 hearings on clear channels and power, would not appear personally. His position, it was understood, will be presented by Don Treloar, owner of KGEZ Kalispell, Mont.

KOB's Viewpoint

In the more than 300 letters received by the Senate Committee was one from President T. M. Pepperday of KOB Albuquerque, asking the committee, in view of the major domestic and international problems involved, to reconsider and permit FCC to issue its decision in the three-year-old clear-channel case without waiting for the Johnson bill hearings. Mr. Pepperday wrote:

> **. . . If, as your committee apparently believes, this [FCC] decision is found not to be in the public interest, the Congress and your committee would still have full power to correct any proposals by the Commission that Congress would deem to be against the public interest. If, on the other hand, your committee and Congress should find that the Commission's disposition was in the public interest, there would be no necessity for further delays.**

KOB said it was unlikely that FCC's decision would be considered wholly unsatisfactory—"unless we assume that the members of the Commission, which your committee has approved, have a complete lack of capacity to determine the interest of the public in any respect."

The Committee, however, announced that hearings would start on April 5 (heretofore, starting date has been listed as "on or about April 5.").

It appeared likely that most of the independently owned clear channel stations would file appearances for the hearing in addition to CCBS. Whether the networks planned to take part apparently was undecided.

Others on Hand

The number of other licensees who would be on hand could not be foretold. Committee spokesmen said that many of the 300-odd broadcasters who had submitted statements had indicated that distance or other factors would preclude their attending. Many of these asked that their letters be made a part of the record. Others were said to have asked that their statements not be entered in the record.

Clear-channel stations asking to be heard include WLW Cincinnati, the only U. S. station which ever operated with 500 kw during regular broadcast hours; WHAS Louisville, whose director, Victor A. Sholis, is also CCBS director; WSM Nashville, headed by John H. DeWitt Jr., CCBS engineering consultant; KSL Salt Lake City, only independently owned 1-A station which is not a CCBS member. Others, including WGN Chicago, were known to be planning presentations.

LOCAL AND STATE dignitaries were on hand for the Leap Day opening of KXLL Missoula, Mont., on Feb. 29. E. B. Craney (r), head of Pacific Northwest Broadcasters group, discusses operations with James A. McCain (l), president of Montana State U., Missoula, and Dr. G. D. Shallenberger, professor at Montana State U. KXLL, an NBC affiliate, is the ninth station to join PNB ranks. It operates on 1450 kc with 250 w fulltime.

CCBS Attorney Caldwell wrote Chairman Tobey that his group would need "substantial time," pointing out that FCC's record on the same subject has taken three years to compile and totals 6,247 pages of testimony and 404 technical and statistical exhibits running to "thousands of pages, introduced . . . by all interested groups, concerns and classes of stations in the radio industry" and by experts in other fields.

Refers to Tobey Letters

He referred to Mr. Tobey's letter to broadcasters enumerating "reports" of economic injury that would result from the use of higher power on clear channels [BROADCASTING, March 8], declaring that such reports "are demonstrably contrary to the technical and economic facts."

Sen. Tobey responded:

> **It may be that you and your group believe these reports are not correct, but there are obviously hundreds of radio station licensees who believe to the contrary. The committee has a right to assume that one group is as correct in its contentions or beliefs as the other until it hears the facts.**

The Senator offered a similar reply to Mr. Sholis of WHAS, who referred to the charges of economic injury as "a horrible picture" based on "myths." To Mr. Sholis' disclosure that WHAS planned to present witnesses "representing our rural and small-town audience," and his assertion that the interests of this class of listeners should be "paramount," Sen. Tobey replied:

> **We expect to hear principally broadcasters; if requests for appearances from others who are competent and have something pertinent to offer are received they will be given the fullest consideration. While I fully appreciate that radio listeners are much concerned, I of the committee are concerned here am of the opinion that many members with a question of monopoly in radio broadcasting.**

On the same subject, Sen. Tobey wrote to Mr. Caldwell:

> **Insofar as the question of service to rural listeners is concerned, I am not informed but it appears significant that it is the virtually unanimous opinion of the several hundred licensees who have thus far written the committee on this subject that they render a more satisfactory local service than do stations far distant from the local market. However, these are matters that undoubtedly will be discussed fully at the hearing.**

Mr. Sholis maintained that the Johnson Bill "would torpedo once and for all any hopes of giving rural listeners a reasonably good radio signal" and would "strip [the U. S.] of our international rights to protection from interference on these channels . . ." He said he "saw Cuba walk off with valuable facilities to which it was not entitled on any basis of moral justice," in the interim NARBA conference two years ago. Sen. Tobey wrote back:

> **I note with interest your assertion that our country bargained off valuable frequency rights. I have heard that fact and I intend to explore it; I do not understand why we should have done so. Nor do I understand why the enactment of the Johnson Bill will strip us of any international rights, and I intend to insist that what we do about domestic broadcasting within the U.S. is our own business and is to be done in the best interest of radio and the general public within the U.S.**

President DeWitt of WSM told the committee that the Johnson Bill would be "a terrific blow" to listeners in small communities and rural areas. "The history of clear-

(Continued on page 88)

TALK to the SOUTH'S EAR ZONE
through WDSU
WDSU
New Orleans

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored *New Orleans institutions* WDSU has developed a high quality of integrity. WDSU devotes *program time regularly* and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.

NEW ORLEANS **WDSU** ABC Affiliate 5000 Watts
1280 kc

JOHN BLAIR AND COMPANY
Representative

Clears' Fate

(*Continued from page 87*)

channel broadcasting shows that it was instituted for the benefit of these listeners," he declared.

He pointed out that Mexico has one 250-kw and two 100-kw stations in operation on Mexican clear channels. "No station in this country would want to be assigned to these channels because of interference which they would suffer at night. Conversely the best way for us to keep our channels clear is to use adequate power on them both to render a reliable service in this country and to discourage their use in other countries," he wrote.

James D. Shouse, president of WLW, called the Senate committee's attention to the fact that WLW operated with 500 kw from April 1934 to March 1939. "I personally had the experience of operating Station WLW with this power, and since the latter date with the reduced power of 50 kw," he said. "I would like a sufficient opportunity to acquaint the committee with my experience in this connection and the conclusions which in my opinion should be drawn therefrom."

Ernest L. Wilkinson, Washington attorney for KSL, reviewed the urgency of a clear-channel decision in view of NARBA negotiations and told the committee that KSL had presented "compelling evidence" to FCC in support of its bid for 500 kw. "We are ready and anxious to present a summary of that evidence, together with other relevant material, to your committee, in opposition to" the Johnson bill, he said.

On the other side—endorsing the Johnson measure—were virtually all of the other letters thus far received by the committee, according to committee spokesmen.

Warner C. Tidemann, manager of KATE Albert Lea, Minn., felt that so-called "super-power stations" would "merely become a medium for doing the business of advertising with small consideration for the listening public other than to cram an advertiser's message down the throats of the listeners." He said:

> **As you point out, it would undoubtedly lead to the concentration of national advertising into a few very powerful and monopolistic stations strategically located throughout the country. Their claims of coverage naturally would affect tremendously the advertising dollar which even though very small at the present time, does filter down to stations our size.**

He said KATE and other smaller stations "take a place of leadership" in the community which could not be attained by the higher powered stations.

Tom Watson Jr., general manager of WSWN Belle Glade, Fla., took a similar position:

> **. . . You who govern, it seems to me, are called upon in these decisions to say which is the destiny of radio; public service on a level permitting adequate performance in behalf of the American citizen, or service of private, moneyed groups on a level permitting performance only in behalf of mass interests. In more generalized terms, you who govern must now decide whether radio is to further the cause of the individual, or become still another force in the sure process of regimentation . . .**

Lou Poller, owner of WPWA, 1-kw daytimer at Chester, Pa., told Sen. Tobey that "what you propose is truly an implementation of the traditions of democracy in a most practical way." He struck out at "the octopus-like tendencies of the networks" and their "ball-and-chain network contracts."

OFFICERS and directors of New Jersey Broadcasters' Assn. posed for the the cameraman at their March 12-13 meeting in Asbury Park. Seated (l to r) are the officers: Roland Trenchard, WAAT Newark, secretary-treasurer; James Howe, WCTC New Brunswick, president; James Cosman, WPAT Paterson, vice president. Standing (l to r) are the board members: Edward Kohn, WMID Atlantic City; Walter Reid Jr., WCAP Asbury Park; Thomas Tighe, WJLK-FM Asbury Park; Irving Teetsell, WFPG Atlantic City; Paul Alger, representing both WTTM Trenton and WSNJ Bridgeton.

WMAR-TV BALTIMORE RATES ARE ANNOUNCED

WMAR-TV Baltimore, owned and operated by The Sunpapers, has announced its rate card No. 1. One-time rate for one hour is $200, half hour $120, 20 minutes $100, quarter-hour $80, 10 minutes $60, 5 minutes $40, announcements of one-minute or less $32.

This basic rate includes transmitters and film facilities, services of staff announcer and recorded music as background for film commercials. It also applies to programs and announcements relayed from other stations or by a network. The rate does not cover programs or announcements using live talent or which require extra production facilities and personnel on the part of the station.

All live talent programs (including remotes) produced by WMAR-TV will be offered as "special features."

TV IN POLITICS

TELEVISION will enable political candidates to achieve even more intimate contact with the voters than aural radio has made possible and it will vastly change political strategy, Brig. Gen. David Sarnoff, president and board chairman of RCA, told a Washington, D. C., audience Friday night.

Gen. Sarnoff's remarks were made at a dinner sponsored by the Newcomen Society in tribute to the memory of Thomas A. Edison, whom he called "America's greatest inventor."

"We have but to recall the tremendous effect of radio broadcasting upon the social and political life of the nation to look forward to the profound effect which television is certain to have on domestic habits and politics," said Gen. Sarnoff.

Referring to the Presidential campaign and the extensive plans being made to televise the national political conventions, Gen. Sarnoff declared that political candidates are more than ever in the spotlight, no longer able to hide behind a microphone with eyes cast down on the printed manuscript.

Voters will become acquainted with the "complete personality" of candidates through television, and there will be less necessity for candidates to travel, the RCA executive said, for "television will take them directly into every city and every home." He predicted that before many years have passed the majority of the 37,000,000 American homes (90% of all U. S. homes) now equipped with radios will have television.

"More Americans have seen President Truman by television in one evening than saw Lincoln during his entire term in the White House," Gen. Sarnoff added. "In 1861 the population of this country numbered 38,000,000. Today more than that number of people live within the areas already covered by television."

Potent Force, Sarnoff Tells Edison Dinner

Gen. Sarnoff recalled that "Edison established an early alliance with television in 1889 when he demonstrated his invention of the 'kinetescopic' camera that recorded motion pictures on a strip of film."

Paying eloquent tribute to the noted inventor, Gen. Sarnoff said: "Edison lives on through the immortality of his creative force."

RATE CARD RELEASED BY CHICAGO'S WGN-TV

FIRST RATE CARD for WGN-TV, the *Chicago Tribune* video station, was released Wednesday by William A. McGuineas, commercial manager of WGN Inc.

Rates range from $550 for one hour down to $137.50 for five minutes (which includes charges for transmitter, studio time and facilities) and from $400 for one hour down to $100 for five minutes (which includes charges for transmitter and use of film studios).

Rates quoted for each of seven time categories apply to Class A time, between 7 and 11 p.m., with a 75% figure (of basic rates) pertaining in each when telecasting falls between 5 and 7 p.m. (Monday through Friday). Other periods derive an amount of 50% of basic costs.

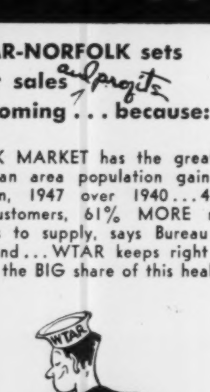
Salmon in New Post

ABC SPOT SALES department last week announced that Earl B. Salmon has been named eastern sales manager, succeeding John W. Brooke, who has been promoted to the ABC network sales department as account executive. Mr. Brooke will specialize in video sales. Mr. Salmon joined ABC Spot Sales in 1944.

WTAR

WTAR-NORFOLK sets your sales and profits a-zooming . . . because:

NORFOLK MARKET has the greatest metropolitan area population gain in the nation, 1947 over 1940 . . . 43% MORE customers, 61% MORE new households to supply, says Bureau of Census. And . . . WTAR keeps right on delivering the BIG share of this healthy market.



NBC AFFILIATE
5,000 Watts, Day & Night
Operator WTAR-FM
97.3 Megacycles

norfolk

Nat'l. Rep.: Edw. Petry & Co.

NAB Engineering

(Continued from page 14)

half of the NAB headquarters staff will be Royal V. Howard, director of engineering, and Neal McNaughten, assistant director.

Magnetic Recording

Papers on magnetic tape recording will cover new developments in that field. The whole subject of recording will be emphasized, including work of the NAB Recording & Reproducing Standards Committee. This project, revived after wartime interruption, looks toward international uniformity in the recording field.

Receiving careful attention in the project is magnetic recording. First subcommittee to complete its work is Project Group I, preparing a glossary of recording terms and definitions. Subcommittee chairman, Warren Birkenhead of Capitol Records, Hollywood, was praised by Robert M. Morris, NBC, chairman of the standards executive committee.

C. J. LeBel, Audio Devices, has been named chairman of Project Group B, dealing with preparation of standards on distortion, signal-to-noise ratio and recorded level.

Added to the engineering program last week was a Friday evening inspection tour of the new MBS-Don Lee studios in Hollywood, with Lewis Allen Weiss, MBS board chairman and Don Lee, vice president and general manager, as the host. An inspection tour of Mt. Wilson is on the Saturday program.

Intense interest in the management conference Monday and Tuesday of convention week has been shown by station owners and high executives, according to NAB Secretary-Treasurer C. E. Arney Jr. Registration may reach 1,500, despite the fact that the conference is confined to industrywide problems at the management level. This compares with registration of 1,957 at Atlantic City last fall, and total known attendance of 2,700.

Rapid growth of the industry, with new stations taking the air by the hundreds and with NAB membership over 2,000, promises a large meeting despite the elimination of such topics as sales and broadcast advertising. The usual convention clinics, being of a specialized nature, will be presented during the series of NAB district meetings scheduled to start in late July.

District Meetings

District meetings in the East and Midwest will run into late August, according to tentative plans. Three West Coast district meetings will be held in September, with the Southern areas to meet in October. The area plan, in which more than one neighboring district met jointly, has been curtailed because individual district memberships are growing so rapidly that combined meetings are cumbersome.

Typical of events already listed on the agenda of the Los Angeles management conference is a two-hour panel in which the future of AM, FM, TV and facsimile will be discussed by industry authorities and officials of the FCC. As now lined up, each segment of the panel will take up a half-hour.

Other panels will cover broadcast advertising from the management viewpoint; employe-employer relations, along with wage-hour problems; discussion of the Standards of Practice, which may take up more than the allotted time should heated debate develop; the NORC survey of public opinion of radio [BROADCASTING, March 8], along with BMB and other research matters; copyright problems as final year of present ASCAP contract looms; legislative and international frequency developments.

The summary of problems now facing broadcasters, with trends during the past year and issues still to be faced, will be presented in the keynote address by President Justin Miller.

FM Plans

The FM Dept. is well along in plans for their portions of the meeting. Two speakers on FM will be presented, the FM Executive Committee's convention subcommittee decided at a meeting held last Monday at the Hotel Syracuse, Syracuse, N. Y.

The subcommittee decided to approach FM's future from two perspectives—the wholly FM station and the FM-AM operation. Suggested as the "wholly FM" speaker was Everett Dillard, pioneer FM station owner, engineering consultant and president of FM Assn. Mr. Dillard has been nominated as an NAB director in the FM-B class [BROADCASTING, March 15].

Attending the subcommitte meeting were Cecil D. Mastin, WNBF-FM Binghamton, N. Y., subcommittee chairman, and Arthur C. Stringer, NAB FM Dept. director. Leonard L. Asch, WBCA Schenectady, full committee chairman, and Willard D. Egolf, WBCC-FM Bethesda, Md., an NAB director, were unable to attend.

Mr. Arney will leave Washington April 20 for the West Coast. He will stop in Chicago to complete arrangements for the 1949 convention which will be held April 8-13 at the Stevens Hotel. Chicago also was chosen for the 1950 convention during the NAB board's February meeting at Hot Springs, Va. Mr. Arney was instructed to secure an option for that meeting. Arriving in Los Angeles April 25, he will tackle the maze of problems that must be cleared up in the brief three-week period.

Mr. Stringer, who directs the heavy and light equipment exhibits, will leave April 30 and arrive in Los Angeles May 3. Plans for the heavy exhibit in the ballroom and foyer of the Hotel Biltmore, as well as the transcription and program exhibits in second floor display rooms, are moving along.

Though the hotel will not accommodate high towers and some of the other items shown in Atlantic City Convention Hall last summer, Mr. Stringer said the exhibit promises to surpass anything in convention history. Many new items developed in recent months will be unveiled, he indicated.

Exhibit Dates

Exhibits will be open Monday morning, May 17, through the 21st. Transcription and program firms will be able to audition their products in the second-floor rooms.

Added to the list of exhibitors [BROADCASTING, March 15] are Capitol Records, NBC Radio Recording Division and SESAC, in the light field, and Audio Devices in the heavy equipment category.

In mailing registration and hotel reservation blanks, NAB reminded that only NAB can allot space in convention hotels. Members were asked to return forms promptly, along with payment ($30 for the management conference and $15 for the engineering conference).

The $2.50 deduction for advance registration has been discarded, and NAB announced no refunds of fees would be granted since commitments are made on the basis of advance registrations. However, pre-registration fees will be refunded persons compelled to abandon plans for attendance prior to the convention date if prompt notice is given.

While NAB will not handle transportation for the delegates, it has issued a convention bulletin listing special rail arrangements. Pennsylvania Railroad plans a special train leaving New York Wednesday, May 12, 4:30 p.m., and arriving in Los Angeles Saturday at 10 a.m. The train will stop at Newark, North Philadelphia, Harrisburg, Pa., Altoona, Pa., Pittsburgh and Fort Wayne, Ind.

Special cars will leave Washington at 5:30 p.m. and be attached to the convention special. New England delegates can take the Colonial Express leaving Boston at 9 a.m.

Baltimore & Ohio Railroad operates through Pullman service between Washington and Los Angeles, leaving Washington daily on the Capitol Limited at 5:30 p.m. Pennsylvania Railroad operates a similar service. B&O announced it would offer special accommodations or a special train if sufficient number of delegates desire.

Airlines have offered to operate special planes where demand justifies. Here, too, arrangements must be made direct.

Calendar of convention events tentatively lines up like this:

May 15 (Saturday)—NAB board meeting.

May 16 (Sunday)—Registration in galleria of Biltmore Hotel; afternoon fiesta at home of Atwater Kent.

May 17 (Monday) 10 a.m.-5 p.m.—Management conference; equipment exhibits open (will remain open through Friday).

May 18 (Tuesday) 10 a.m.-5 p.m.—Management conference; banquet.

May 19 (Wednesday)—NAB golf tournament for BROADCASTING Magazine trophies; registration for engineering conference in galleria of Biltmore.

May 20 (Thursday, 10 a.m.-5 p.m.—Engineering conference.

May 21 (Friday) 10 a.m.-5 p.m.—Engineering conference; evening inspection of MBS-Don Lee studios.

May 22 (Saturday) 9:30 a.m.—Buses leave Biltmore for Mt. Wilson trip.

Cort Langley Quits WOR To Take Post With BMB

CORT LANGLEY, former director of research of WOR New York, was named director of subscribers service for Broadcast Measurement Bureau by the BMB executive committee in New York last week.

Mr. Langley's principal duties, it was said, will be to assist BMB subscribers in putting BMB data to its greatest possible use.

J. Harold Ryan, BMB board chairman, said that BMB would "welcome suggestions as to how subscriber service may be of greatest usefulness to all segments of the industry."

U. S. NAVY citations have been awarded to three WNBC New York executives "for service rendered to the U. S. Naval Reserve" in 1947. Those honored are James A. Gaines, station manager, D. L. Provost, program manager and Harvey Gannon, program and sales service manager.

In OMAHA and Council Bluffs

KOIL gets you that "EXTRA SOCK"

THROUGH EFFECTIVE MEDIA TIE-UPS

- Car Cards
- Taxi Signs
- Outdoor Boards
- Displays
- Dealer Letters
- Newspapers

BASIC ABC • 5000 WATTS

Represented by

EDWARD PETRY CO., INC.

(Continued from page 44)

ad page. Those are the first new heads—really new—I've ever seen.

Jim Miles
Director, Purdue U.
WBAA Lafayette, Ind.

* * *

EDITOR, BROADCASTING:

. . . And to get our 3c worth while we're at it, we like the new layout of BROADCASTING, the headlines, etc. Also your augmented TV coverage. We were stewing around for an authoritative TV magazine—and all at once, we found that we had it.

Thanks for your cooperation.

John Croft
General Manager
WFLB Fayetteville, N. C.

* * *

EDITOR, BROADCASTING:

Since I was one of those who yelled loudest about the make-up of BROADCASTING, I want to be one of the first to compliment you on your new handling of headings and departments. I think it has improved the magazine immeasurably. As evidence of this, it makes me want to read it much more thoroughly than before this change was made.

Maybe I am oversensitive to an artistic format, but I do feel that this is going to bring you more than one word of praise.

William R. Seth
Manager, Advertising & Promotion
NBC New York

* * *

EDITOR, BROADCASTING:

Congratulations on the new type—makes reading BROADCASTING Magazine even easier than before.

But then you're always making smart moves. . . .

Tom Watson Jr.
General Manager
WSWN Belle Glade, Fla.

Josh Higgins
"MAYOR" of the
KXEL
Rural City
says:

KXEL HAS CHANGED LISTENING HABITS IN IOWA

Recent Conlan Survey reveals KXEL's percentage of listeners in Northeast Iowa as high as 52.4%.

50,000 watts KXEL

Josh Higgins Broadcasting Company
WATERLOO, IOWA

Represented by Avery-Knodel, Inc.

FORRESTAL

Voluntary Censorship Plan Is Opposed

THE FORRESTAL PLAN for voluntary peacetime radio and press censorship is gasping its last breath and will be administered the coup de grace after subcommittee findings are studied by a full press media committee March 29 and passed on to Defense Secretary James V. Forrestal.

Such was the opinion of authoritative sources in the nation's capital who have studied the plan. At the outset the voluntary censorship idea was generally believed to be unfeasible [BROADCASTING, March 8, 15]. Although both newsmen and the Dept. of Defense were believed to have earnestly sought a balance between the evils of peacetime censorship and the dire consequences of security "leaks," the problem could not be resolved and the plan reputedly will be relegated to the scrapheap.

Designed to create a clearing house to advise information media on the degree of secrecy contained in material on various national defense projects, the plan was given to 22 representatives of aural-visual radio, newspapers, magazines, motion picture and newsreel interests for consideration at a Pentagon meeting March 3 by Secretary Forrestal.

The group appointed a subcommittee headed by B. J. McKelway, editor of the Washington *Evening Star*, to examine the matter exhaustively. Subcommittee met at the Pentagon March 15 and called before it directors of public relations divisions of the armed forces and Dr. Vannevar Bush, Research and Development Board chairman.

Mr. McKelway declined to reveal the nature of the recommendations that would be presented by his committee to the full press body at 10:30 a.m. Monday, March 29, at the Pentagon, but he explained that he was "very hopeful that they will accept the subcommittee recommendations."

'Virtually Scrapped'

Other newsmen, however, indicated there is no provision in the subcommittee recommendations for creation of regulatory machinery. These views, coupled with pronouncements by national defense officials that the plan will be abandoned if not acceptable to the full press media, lead to the inevitable conclusion that the Forrestal Plan is virtually scrapped.

Other members of the eight-man subcommittee who studied the plan at length are: Lyle C. Wilson, general manager, Washington UP office; Relman Morin, chief, Washington AP bureau; Justin Miller, president, NAB; Edwin Balmer, editor, *Red Book;* Perry Giffins, editor, *Popular Science Magazine;* Walton C. Ament, vice president and general manager, Warner Pathe News, representing all newsreels, and Gene Dawson, president, Aviation Writers Assn.

Rep. Clare Hoffman (R-Mich.) intimated March 10 that the House Expenditures Committee, of which he is chairman, may include the Forrestal Plan in its projected investigation of overall government plans to impose censorship througout various departments [BROADCASTING, March 15].

CBS Will Broadcast Part Of Wallace Chicago Rally

CBS said last Thursday that it has agreed to broadcast a portion of the Wallace-for-President rally to be held in Chicago Stadium April 10.

The program is scheduled to be heard over CBS 11:30-11:55 p.m. on that date. The network said that Henry Wallace originally had been slated to make a 15-minute broadcast on CBS March 22. However, after President Truman's New York speech disclaiming any wish for Wallace support, the Wallace organization asked for "immediate equal time" to reply.

When CBS demurred, the Wallace group cancelled plans for the March 22 broadcast and said they would settle for April 10, according to a network spokesman.

Mr. Wallace also asked the other three major networks for time to answer the President's talk. ABC had previously alloted him 10:45-11 p.m. on Thursday and Mr. Wallace utilized the time to reply to Mr. Truman. Mutual gave him 8:15-8:30 Friday night and NBC's was still unannounced as of Friday.

Two Promotions at ABC Announced by Kintner

ROBERT E. KINTNER, executive vice president of ABC, last week announced appointments in connection with ABC television: Richard Moore, in ABC's legal department, has been named administrative assistant and attorney for television and Bert Schwartz, with the network's publicity department since 1942, is now manager of television publicity.

DuMont Sees Video On Top in 5 Years

DR. ALLEN B. DUMONT, president of the Allen B. DuMont Laboratories, told a Customers Brokers Assn. gathering in New York last week that "within the next five years, [aural] radio will be supplemental to television." He also declared that he expects about 200 video stations, located in 75 cities in 33 states, to be in operation by the end of 1949.

In discussing television from the viewpoints of station operation, transmitters and receivers, Dr. DuMont stated that the primary problem facing video broadcasters was that of economic distribution of programs throughout the country. If the rates soon to be established by the American Telephone & Telegraph Co. prove too high, he said, broadcasters will be forced to set up independent networks.

Dr. DuMont predicted that transcribed shows, photographed directly from the cathode ray tubes will expand television considerably.

"Inexpensive" transmitters are being developed by the DuMont Laboratories, the speaker explained, and will be supplied to small stations with motion picture and slide projectors for about $100,000 or less.

Seminar

(Continued from page 18)

Binghamton, N. Y.; Mayer, Gerald Washington; Mayer, Herbert, Empire Coil Co., New Rochelle, N. Y.; McLean J. D., WPTZ Philadelphia; Miles, John WGST Atlanta; Minor, M. J., WBT Charlotte, N. C.; Morrissey, C. G., KFEL Denver; Morton, F. D., G-E Denver; Murray, J. F., Allegeheny Bcstg Co. Pittsburgh.

Page, E. C., Washington; Pape, Eric WBRY Waterbury, Conn; Perdiue, H. L. G-E New York; Peter, Paul F., Frazier & Peter, Washington; Pierce, C. G. G-E Los Angeles; Pozgay, S. W., G-E Chicago; Prescott, M. L., G-E Washington.

Quentin, Charles, KRN Des Moines.

Randolph, H. C., G-E Dallas; Rawlins L. R., Westinghouse Radio Stations Philadelphia; Reardon, Mark, Maxon Agency, New York; Riddle, Lindsey WDSU New Orleans; Ripple, W. A. WTRY New York; Rogers, L. L., WNBF Binghamton, N. Y.

Schartz, Bert, Miss. Valley Bcstg. Co., New Orleans; Schloss, O. M., WWSW Pittsburgh; Shanks, Willis, KGHH Pueblo, Colo.; Shelburne, Thomas P., WILK Wilkes Barre, Pa.; Sholis, Victor A. WHS Louisville; Simons, Ken, KMBC Kansas City; Smith, Vernon, KOAD-KOWH Omaha; Snyder, Reed, WHO Des Moines; Soule, F. C., WFBL Syracuse; Stantz, L. H., WNBF Binghamton, N. Y.; Stern, Edgar B., Jr., Miss. Valley Bcstg Co., New Orleans; Sterling, G. E. FCC Washington; Stonger, Walter WFBL Syracuse; Swan, E. O., CKEY Toronto; Swamley, D. H., WWDK Paterson, N. J.

Taylor, Jerry, KMBC Kansas City Teetsell, I. F., WFPG-FM Atlantic City N. J.; Troeglen, Karl, KCMO Kansas City; Tucker, Durward, WRR Dallas.

Vadeboncoeur, E. R., WSYR Syracuse.

Wagoner, C. D., WGY Schenectady Wailes, Lee, Fort Industry Co., Detroit Walker, F. R., G-E Cleveland; Walker John, KHQ Spokane, Wash.; Walker Ralph L., Pierson & Ball, Washington Wall, John, G-E Cincinnati; Waller Edmund W., WATR Waterbury, Conn. Walsh, W. C., G-E Salt Lake City Ward, W. G., G-E Toronto, Ont.; White James, Andrew Co., New York; Wittlig P. F., CBS New York; Williams, J. R. L. I.G.E. Schenectady; Woodruff, J. W., Jr. WRBL Columbus, Ga.

Yeandle, Ralph S, G-E Philadelphia.

Zehr, Nick, KWK St. Louis; Zink, A. G., WRGB Schenectady.

FULL COVERAGE GIVEN TO PRESIDENT'S TALK

PRESIDENT TRUMAN's message to the special session of Congress last Wednesday was carried to the nation by the four major networks and television stations on the East Coast, and to other parts of the world by the "Voice of America."

In accordance with an established rotating arrangement, CBS and ABC did the feeding for all four networks. Cedric Foster of MBS and Baukhage of ABC followed up the President's speech with commentaries directly from the gallery at 1 p.m. In addition independent stations covered the talk.

Television, which works under a pooled arrangement whereby one station feeds to all the rest, was handled by WMAL-TV Washington and fed to stations in Washington, Baltimore, Philadelphia and New York. Two cameras were used.

The "Voice of America" beamed the speech to Europe while the President was still talking, and throughout the day transmitted full translated texts to Russia, Austria, Germany, Poland and Czechoslovakia. These were followed by reports of the reaction to and editorial comment on the speech.

H. T.'s Hooper—33.4

PRESIDENT TRUMAN'S broadcast message to Congress on March 17 asking for universal military training and revival of selective service got a Hooperating of 33.4—his highest daytime rating since the record 64.1 for his V-E Day announcement, according to a CBS statement last week based on a special Hooper survey

Zoomar for KTLA

KTLA Hollywood last week became first western station with its own Zoomar lens. Ordered last year, lens was delivered by Jerry Fairbanks.

AM DUPLICATION

MBS and ABC Permit It But Set Standards

MUTUAL and ABC have told FCC that they permit their affiliates to duplicate AM network programs on FM, but have set up requirements to govern the duplication policy.

ABC reported that it requires an affiliate who duplicates any ABC programs over its FM outlet to duplicate all such programs carried on the AM station, whether commercial or sustaining.

Mutual said it had a similar requirement with respect to network commercial programs only.

The two networks outlined their policies in response to letters sent out by FCC to all networks late last month in connection with the FM Assn.'s petition for rules against affiliation contracts which prevent AM-FM duplication [BROADCASTING, March 1]. CBS and NBC have not yet replied.

ABC attached a copy of a telegram sent to all its affiliates following the Jan. 29 announcement of the then temporary lifting of the duplication ban by the American Federation of Musicians. Signed by ABC President Mark Woods, the telegram said in part:

> **. . . This is to advise you that we hereby grant you permission to release simultaneously over your AM and FM station our ABC network programs provided that, in order to treat all advertisers equally and to accord our network sustaining programs the same equal treatment, you duplicate on your AM and FM stations all of the ABC network programs, commercial or sustaining, which you carry on your AM station. . .**

On the same subject, Mutual Vice President and General Manager Robert D. Swezey wrote the Commission:

> **In order to be completely fair to all of our advertisers, we have requested our affiliates to broadcast over their FM facilities all of the commercial programs which they are carrying on their AM facilities, if they propose to broadcast any of such programs over their FM facilities.**
>
> **In other words, we expect them to give to all of our advertisers the benefit of any additional service accorded to any of our advertisers, provided there are no unusual circumstances, such as incompatibility of the operating hours of an affiliate's FM facility with those of its AM facility.**

In question-and-answer form, ABC gave its replies to the specific queries posed by FCC in its Feb. 26 letter:

> **"May AM affiliates broadcast the AM network programs simultaneously over the affiliates' FM facilities?"—Yes.**
>
> **"If affiliates broadcast some of the AM network programs over the FM station, are they required to carry over the FM station all network programs which they carry over the AM stations?"—Yes.**
>
> **"May non-affiliated FM stations in communities where there are no AM affiliates carry your network programs?"—Yes, provided our consent is obtained.**
>
> **"In the communities where your regular affiliate does not carry the network programs on FM, may another non-affiliated FM station carry these programs?"—Yes, provided our consent is obtained.**

The letter was signed by Joseph A. McDonald, vice president and general attorney of ABC.

Mutual's reply to the other queries was given by Mr. Swezey as follows:

> **We have permitted several non-affiliated FM stations to carry our network programs in communities where we have no AM affiliate. We have no rule or policy against permitting a non-affiliated FM station to carry our network programs in cases in which the FM facility of our regular affiliate is not doing so. Our decision in any such instance would be based entirely upon the considerations of the public interests involved.**

Time Bills Doomed By Tardy Hearings

DEATH KNELL for uniform time this year seems to have been sounded with the announcement by Sen. Clyde M. Reed (R-Kan.) last Thursday that hearings on the matter would not be held until April 13, less than two weeks before part of the nation switches to daylight time.

Sen. Reed is chairman of an Interstate Commerce Subcommittee which also contains Sen. Owen Brewster (R-Me.) and Sen. Ernest W. McFarland (D-Ariz.). The group will consider both Sen. Reed's bill (S-2226) for uniform daylight time and S-2041 by Sen. John Overton (D-La.) providing for national standard time [BROADCASTING, March 8 and 15].

In his announcement, Sen. Reed reveals that his bill was introduced at the request of the ICC, which, in several annual reports, has recommended bringing the matter under federal control so as to have a uniform practice at all times.

"I am not personnaly committed to the provisions of this bill," says Sen. Reed, explaining that his real purpose is to determine "the broad public convenience and desire in the matter of time standards."

According to the Kansas Republican, these three issues are involved:

(1) Whether a single time standard prescribed by the ICC and to cover a "measure of time for all purposes" should be used throughout the various zones.

(2) Whether daylight saving should be observed from April to October, or

(3) Whether the same measure of time should be uniform throughout the year.

All interested parties are invited by Sen. Reed to appear at the hearings and express their views.

* * *

Calif. Time Battle

SEEKING a permanent daylight savings law, the California State Broadcasters Assn. will ask the state legislature to submit the proposition to popular vote in the November elections. This follows a resolution to this effect at the meeting of the association at Los Angeles March 12.

* * *

Detroit Asks DST

DAYLIGHT saving time won a test in Detroit last week when the City Council voted 5-3, one vote short of approval, for the switch. One councilman, absent because of illness, also favors putting the clock one hour ahead from April 24 to Sept. 26, and final approval is expected at a meeting of the Council March 23. Suburban communities and farm leaders indicated districts surrounding Detroit would accept DST, but farmers protested the change.

STUDY SHOWS FARMER DEPENDENCE ON RADIO

EXTENT of farm listener dependence on radio for information on nutrition is shown in another in the series of homemakers studies by the Dept. of Agriculture.

Thirty-eight per cent of farm women get their ideas on nutrition from radio compared to 56% from newspapers and magazines combined, the survey reveals, with 30% depending on friends, neighbors or family and 29% on booklets and pamphlets. Data are based on a study conducted in the Richmond, Va., metropolitan area.

Radio was found equally effective among various groups of homemakers regardless of age, education, race and income, it was reported. Women under 44, along with better-educated and higher-income women, figured higher in the percentages giving papers and magazines, friends and neighbors, and booklets and pamphlets as sources of information. About one out of ten with high-school or college training rated radio as the most effective medium as against three out of ten women with less information.

SECOND edition of Canadian Radio Yearbook, edited by Hugh Newton, has been issued at Toronto. Book contains reference to all Canadian radio legislation, code of ethics of Canadian Assn. of Broadcasters.

RADIO'S THRILLING-HALF-HOUR TRANSCRIBED DETECTIVE SHOW!

"BOSTON BLACKIE"

Radio's greatest point-per-dollar buy!

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Headliners Award To TV News Show

A TELEVISION news program was voted an award for the first time in the National Headliners Club history when the club announced its medal winners and honorable mentions last week. Edward R. Murrow, Morgan Beatty, and Al Warner also were cited.

WFIL-TV Philadelphia, owned by the *Philadelphia Inquirer*, was honored for its "general excellence in the daily presentation of an up-to-the-minute televised newsreel of events taking place the same day as shown."

In the aural radio division, the panel of 11 judges made the following awards: Mr. Murrow, CBS, for the "best foreign on-the-spot radio reporting for his coverage of the wedding of Princess Elizabeth and Philip in England last fall"; Mr. Beatty, NBC, for "outstanding assigned radio reporting in his broadcasts of the Texas City explosion," and Mr. Warner, MBS, for "outstanding domestic coverage in his reporting of the Congressional hearings in Washington."

Mr. Murrow also was the recipient of two other awards during the past fortnight, the duPont award for his "outstanding radio newscasts" and a special citation from the Overseas Press Club.

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BUDGET

FCC's Appropriation Goes to Conference

FATE of FCC's appropriation for the coming fiscal year is now in the hands of a joint Senate-House conference committee following Senate approval last Monday of a $6,360,000 figure. No date has been set yet for the conference committee meeting, but it is expected to take place this week.

The House early last month [BROADCASTING, Feb. 9] backed up the recommendation of its Appropriations Committee and voted the FCC $6,260,000 for the '49 fiscal year.

On the Senate side a few weeks later [BROADCASTING, March 8] a subcommittee headed by Sen. Clyde M. Reed (R-Kan.) heard testimony from FCC Chairman Wayne Coy and Comrs. Rosel Hyde, E. M. Webster and George Sterling and then decided to increase the House figure by $100,000. This action was backed up by the full committee [BROADCASTING, March 15].

Members of the Senate group are Sens. Reed, Styles Bridges (N. H.), Leverett Saltonstall (Mass.), Republicans, and Theodore F. Green (R. I.) and Richard B. Russell (Ga.), Democrats. Sen. O'Mahoney, chief committee proponent of increased funds for FCC, is not a member of the conference group.

When the measure reached the Senate floor last Monday, Sen. Joseph C. O'Mahoney (D-Wyo.), a member of the Appropriations Subcommittee, introduced an amendment which would give the agency an additional $125,000 over and above the $100,000 increase so as to restore the Budget estimate.

The Wyoming Democrat introduced a letter from Chairman Coy in answer to one the Senator had written asking what services would have to be abandoned by the FCC if the $100,000 increase were the only one granted.

Problem of Choice

Mr. Coy replied that the problem would be one of choosing between doing "a very inadequate job" on a number of activities or doing "a good job" on one of the most important ones. He said that "present thinking" was to do the best job on one activity—the allocation of frequencies and the performance of treaty work.

The logic in choosing this activity over safety and special services, testing of equipment and collection of technical information, monitoring and other work, said Mr. Coy, serves to emphasize the importance of receiving the full increase.

Sen. Reed said he "readily granted" that the work of the FCC had increased. "The science of electronics," he said, "has developed more during the war, and in the past five years, than it would normally have developed in 50 years."

The Kansas Republican said it was also true that the number of applications had increased, but presently, he added, "I think the backlog is somewhat less than it was some months ago . . ."

"At any rate," concluded Sen. Reed, "we allowed $100,000 above what the House allowed. I do not think there is need for more than that." The majority agreed with Sen. Reed and Sen. O'Mahoney's amendment was rejected.

The question of the salaries of Commissioners of FCC and other agencies also crept into the debate on the Senate floor Monday, when Sen. Arthur V. Watkins (R-Utah) asked the Senate to strike out that portion of the Economy Act of 1932 which limits salaries of members of the Tariff Commission to $10,000.

Sen. Watkins said he understood other Commissioners' salaries had since been raised but not those of members of the Tariff Commission. Sen. Reed replied that this was not the case and that all Commissioners of this sort, including the FCC and FTC, were limited to $10,000.

Buys Daily Reel

TELENEWS PRODUCTIONS Inc., New York last week announced a long-term contract with the Don Lee television station in Hollywood, W6XAO, for a daily video newsreel, to start today March 22. Agreement was reached in cooperation with INS, sales agent for Telenews.

STATION SALES

FCC Approves Five Applications

See early story page 40

MILLION DOLLAR business in station transfers was rung up by FCC last week in approving the following sales:

WFDF Flint, Mich. (910 kc, 1 kw), transfer of control from Howard M. and Frederick S. Loeb to Trebit Corp. for $787,000.

WWOK Flint, Mich. (1470 kc, 1 kw), assignment of licensee from Drohlich Bros. to Cooperative Radio Co. for $100,000 (Comr. Clifford S. Durr voting to deny).

KSJO and KSJO-FM San Jose, Calif. (AM—1590 kc, 1 kw day, 500 w night; FM—Channel 237, 95.3 mc, 1 kw), transfer of control (100%) from Redwood Broadcasting Co. et al to Patrick Healy Peabody for $76,000.

KHON Honolulu, T. H. (1380 kc, 5 kw), transfer of 25% from Ralph M. Fitkin to Louis R. Turner for $25,000 and further transfer another 25% from James C. Hardy to Webley E. Edwards for $25,000.

KSOK Arkansas City, Kan. (1280 kc, 1 kw day), assignment of license from The Traveler Pub. Co. to KSOK Broadcasting Co., new subsidiary, for $47,000.

The WFDF transaction, negotiated almost a year ago [BROADCASTING, June 23, 1947], had been designated for hearing in October but FCC last week reconsidered and approved the sale. All outstanding stock in Flint Broadcasting Co., licensee, is sold by the Loebs who wish to move their families to more healthful climates. Trebit Corp. is owned 50% each by Arthur R. Treanor, former Booth Newspapers vice president and editorial counsel, and WFBM Inc., licensee of WFBM Indianapolis and controlled by Harry M. Bitner and family.

The transferees are to take over the station within two weeks, according to Harry M. Bitner Jr., WFBM general manager. Lester W. Lindow, former general manager of WRNY and WRNY-FM Rochester, N. Y., and pre-war WFBM station manager for the Bitners, is to become WFDF general manager. The Katz Agency also is to be named WFDF national representative, it was indicated.

Commission in the WWOK case granted a petition by the Drohlich Bros. for reconsideration and grant without hearing. The assignee, Cooperative Radio Co., is headed by Howard C. Evans, former commercial manager of KPRC Houston, Tex., who holds 25% as vice president. Remaining interest is held by group of local businessmen and Harold B. Rothrock and George B. Bairey, Washington consulting engineers, and Franz O. Willenbucher, attorney. None owns more than 5% interest.

The Drohlichs sold WWOK because of unexpected "wholesale" granting of new competitive stations in that area [BROADCASTING, Sept. 8, Dec. 22, 1947].

Mr. Peabody, KSJO transferee, is publisher of several weekly and semi-weekly papers in the San Jose area. The transferors are Redwood Broadcasting Co., licensee of KIEM Eureka, Calif., owning 60%, and 22 individual stockholders owning remaining 40%. KSJO licensee is Santa Clara Broadcasting Co. Redwood itself is 51% owned by William B. Smullin, KIEM general manager, and 49% by Eureka Newspapers.

Double action occurred in the KHON case. FCC regranted transfer of 25% interest from the 50% holding of President Fitkin and his wife to Mr. Turner and approved sale by Mr. Hardy of 25% from his 50% interest to Station Manager Edwards. The Commission had rescinded the first transaction [BROADCASTING, Dec. 22] to order advertising of the sale in compliance with Avco rule. The Hardy-Edwards deal also was held to be subject to Avco procedure.

FCC last week also approved assignment of license of WMIT (FM) Charlotte, N. C., from Gordon Gray to Radio Station WMIT, partnership composed of Mr. Gray and members of his family. No money is involved. Mr. Gray is also chief owner of WSJS and WSJS-FM Winston-Salem, N. C.

FCC Revises Three Fulltime Regionals

THREE FULLTIME regional assignments on 1150 kc, granted by FCC almost a year ago, were reconsidered by the Commission last week and revised to daytime only authorizations with the nighttime requests designated for hearing. The action stemmed from two petitions for reconsideration filed by KSAL Salina, Kan. and KRSC Seattle, Wash.

The authorizations affected are Gila Broadcasting Co., permittee of KTOR Coolidge, Ariz., 1150 kc, 1 kw fulltime, directionalized at night; Mosby's Inc., permittee of KGFM Great Falls, Mont., 1150 kc, 5 kw fulltime, directional antenna at night, and KFJI Klammath Falls, Ore., holder of CP to change from 100 w on 1240 kc to 1 kw fulltime, directionalized at night, on 1150 kc.

Request of KSAL (1150 kc, 5 kw day, 1 kw night) to boost its night power to 5 kw also was designated for consolidation in the nighttime hearing as was an application of KRKD Los Angeles (1150 kc, 2.5 kw day, 1 kw night) to change day power to 5 kw and move its transmitter site. Move would increase its antenna efficiency and FCC is concerned about night interference to KRSC. KRKD (on present assignment) and KRSC (1 kw on 1150 kc) also were made parties to the proceeding. KSAL at time of April 1947 decision had sought 5 kw fulltime.

A third petition for reconsideration of the April 1947 action, filed by KRKD and directed against the grant to Gila Broadcasting, was dismissed by FCC.

The Commission also adopted an order granting petition of Connecticut Electronics Corp. to modify the Dec. 4, 1947 grant on 740 kc to Harvey Radio Labs. Inc. Harvey received 250 w daytime on 740 kc at Cambridge, Mass. (WTAO). The modification makes it subject to any possible interference from the proposed station of Connecticut Electronics Corp. requested at Bridgeport, Conn. The Bridgeport application, seeking 1 kw day on 740 kc, is pending at FCC and has been designated for hearing. Harvey initially consented to the modification.

Upcoming

March 31-April 1: Hearings on Lemke Bill (H.J. Res. 78) to resume before House Interstate & Foreign Commerce Committee, House Office Bldg., Washington.
April 1-3: AIEE Great Lakes district meeting, Des Moines, Iowa.
April 4: Radio and Business Conference, City College of New York, N. Y.
April 7-9: AAA Annual Meeting, Cavalier Hotel, Virginia Beach, Va.
April 9: AWB Special Meeting with NAB officials, NAB Hdqrs., Washington.
April 12-14: ANA Spring Meeting, Drake Hotel, Chicago.
April 23: Radio Conference, Lindenwood College, St. Charles, Mo.
April 26-28: IRE-RMA Spring Meeting, Syracuse Hotel, Syracuse, N. Y.
April 28-30: AIEE North Eastern District Meeting, New Haven, Conn.

WCAR-UAW FIGHT

FCC Reverses Ruling On Union Petition

FCC last week reversed Comr. Robert F. Jones' ruling which denied UAW-CIO Broadcasting Corp.'s petition to amend its Detroit AM application so as to request 1130 kc, the frequency on which WCAR Pontiac is seeking to improve its position [BROADCASTING, March 8].

The action was taken late Wednesday, the day a Commission hearing was to have started on WCAR's application to move to Detroit and increase power from 1 kw, daytime only, to 50 kw day and 10 kw night. James D. Cunningham, FCC examiner for the hearing, was ill Wednesday, delaying opening of the session until Thursday. With the UAW-CIO application added to the proceeding, the hearing was then adjourned until today (Monday).

Arthur W. Scharfeld of the Washington law firm of Loucks & Scharfeld, counsel for WCAR, protested strongly against the Commission's action. He insisted that WCAR was in no position to proceed with its presentation until he had an opportunity to study the contents of the FCC order overruling Comr. Jones and allowing UAW-CIO to come into the proceeding. FCC spokesmen replied that the order hadn't yet been written, which led to the week-end adjournment of the hearing.

Mr. Scharfeld protested that the full Commission had acted upon the UAW-CIO petition for review of Comr. Jones' ruling—which was taken in a motions hearing—before WCAR had had an opportunity to file its opposition within the time allowed by FCC's rules. Comr. Jones dissented from the Commission's decision reversing his previous ruling.

FCC spokesmen said that, even though the cases were consolidated for hearing, the union-identified company's request for 1130 (with 5 kw day, 2500 w night) was not considered an application for WCAR's facilities. It was their view that the hearing would be designed to determine whether 1130 kc should be moved from Pontiac to Detroit, as proposed by WCAR; whether it is available for fulltime use, and to decide which applicant is better qualified. A show-cause proceeding against WCAR might be the course if UAW-CIO were found superior, FCC authorities said.

The Commission rejected UAW-CIO's petition insofar as it requested that the issues for the hearing be enlarged. The Detroit company had asked inclusion of additional issues, including one to determine whether another frequency is available for WCAR at Pontiac.

UAW-CIO was represented by Joseph L. Rauh, Washington attorney and former assistant general counsel of the Commission.

Disney Hats Plans Video Sponsorship

A TELEVISION show titled *News Review of the Week* will be sponsored in every city in the United States in which television facilities are available this fall by Disney Hats, Frank H. Lee, president of the Frank H. Lee Co. (manufacturer of Disney and Lee lines), revealed to the Disney sales staff at its annual convention in Danbury, Conn., last week.

Jack Beltaire, Disney's vice president in charge of sales and advertising, told the group that "the television audience is a natural audience for us. The home that has a television set spent anywhere from $200 to $400 for that set. What better market could be found for Disney hats, which range in price from $10 to $50?"

Noran Kersta, director of television for NBC, also appeared before the sales staff and pointed out that today 13 cities already have television and that by Sept. 1, 16 additional cities are expected to have it. By the end of the year, he said, it is estimated that there will be over a million sets in operation in the U. S.

McKinnon Withdraws

CLINTON D. McKINNON, licensee of KSDJ San Diego, Calif., and publisher of the *San Diego Journal*, last Wednesday announced withdrawal from negotiations for purchase of Marshall Field's *PM* New York. Application is pending at FCC for sale of KSDJ and 51% interest in the *Journal* by Mr. McKinnon to John A. Kennedy, president of WCHS Charleston, W. Va. Total price is about $500,000.

FCC Grants Three Commercial Video

THREE more commercial television stations, including two for Columbus, Ohio, were granted last week by FCC. The third was for Erie, Pa.

The Erie grantee, Dispatch Inc., and one of the Columbus grantees, Picture Waves Inc., are both headed by Edward Lamb, Toledo attorney and substantial stockholder in Unity Corp., which operates WTOD and WTOD-FM Toledo, Comr. Robert F. Jones voting for hearings in both cases. Unity last week received FM authorizations also for Springfield and Mansfield, Ohio (see separate this issue).

The new television grantees:

Columbus, Ohio—TV Inc., Channel 10 (192-198 mc), power 16 kw visual, 8 kw aural, antenna height above average terrain 570 ft. Granted subject to filing engineering information within 30 days. Initial cost $324,266, monthly operating cost $18,000, revenue unknown. TV Inc. is wholly owned subsidiary of The Dispatch Printing Co. whose officers and directors also control RadiOhio Inc., operator of WBNS (AM), WELD (FM) and W8XUM (facsimile experimental) in that city.

Columbus, Ohio—Picture Waves Inc., Channel 6 (82-88 mc), 14.3 kw visual, 9 kw aural, 365 ft. antenna. Initial cost $207,700, monthly operating cost $9,000, revenue $11,000. Ownership includes: Elmer E. Schatz, president Truck-Tractor Co., president and 24%; Louis W. Adams, attorney, vice president 6.4%; Edwin Q. Brandt, public accountant, treasurer 4%; Richard D. McCann, attorney, secretary 4.8%; Dale D. Rapp, attorney, director 6%; Lowell Goerlich, Toledo attorney, director 4%; Mark Flanagan, trade publications publisher, 4%; Charles J. Martin, photographer and ex-city editor of the Mansfield, Ohio, Journal, 0.8%; Prudence H. Lamb, 24%; Edward Lamb, Toledo attorney, 22%.

Erie, Pa.—Dispatch Inc., Channel 12 (204-210 mc), 3.02 kw visual, 1.53 kw aural, antenna 570 ft. Initial cost $110,000. Ownership of publishing firm includes: Mr. Lamb, president and 40% owner; his wife 15.5%; Record Pub. Co., 8%.

Three of the four available channels in Columbus have now been assigned. No applications are pending there. In Erie, the Dispatch Inc. grant was for the only facility allocated.

EDITORIALIZING

Ream of CBS Supports It in REC Talk

THE CONTENTION of major network leaders that broadcasters should be permitted to editorialize without restriction got added support last week from Joseph H. Ream, executive vice president of CBS, in a speech before the New York Radio Executives Club at the Hotel Roosevelt.

Mr. Ream told of editorial experimentation by CBS during 1946 and 1947, with an eye to possible reversal by the FCC of the Mayflower ruling. The network prepared but did not broadcast, he said, a number of special editorial programs with varying approaches and treatments. Independently owned CBS affiliates would be able to carry or reject any such network editorials, as they chose, according to Mr. Ream.

CBS editorials would be clearly labeled as such and the network would continue to make its facilities available without charge to spokesmen representing opposing views on issues of public interest, he said.

James Lawrence Fly, who was chairman of the FCC in 1941 when the Mayflower case was decided, and who was sitting at the speakers' table, was asked by William Hedges, REC president, if he would comment on Mr. Ream's speech.

Mr. Fly, speaking extemporaneously, said that "in terms of the fundamentals involved here, Mr. Ream and I are in agreement."

Nathan Straus, WMCA New York president, and Morris Novik, radio consultant, briefly reiterated their views on editorializing as expounded before the FCC during the recent hearings on that subject [BROADCASTING, March 8].

At Deadline ...

JONES HITS COLLEAGUES FOR DETROIT ACTION

FCC COMR. Robert F. Jones took colleagues to task Friday in dissent against reversal of his ruling that UAW-CIO Broadcasting Corp. should not be allowed to amend its Detroit AM application and get into 1130-kc hearing of WCAR Pontiac, Mich. (earlier story, page 93).

Majority conceded union-identified applicant's amendment was not complete, but said it was "substantially complete" and acceptable under FCC rules. To reject it, majority said, would be inconsistent with announced policy. They held it met requirement of being filed 20 days before date of hearing on application with which it conflicted. Dissenting, Comr. Jones said:

> **I believe the procedural rule that competing applicants must file their applications not less than 20 days before hearing should be interpreted to mean an application that meets statutory requirements and the requirements under the Commission's rules. In this case answers to (six) questions of the application and an affidavit of "no consideration" were omitted. Without such answers the UAW-CIO Broadcasting Co. application on the 20th day before the hearing was deficient in minimum requirements to be an application within the meaning of the rule or the Communications Act, and when attacked by a competing applicant for such reasons of deficiency the decision must be made upon the sufficiency of the application on such 20th day. Nor are such deficiencies, when attacked by an opposing applicant, corrected by amendments and an affidavit of "no consideration" for the applicant's amendment, filed subsequent to the 20 days prior to the hearing . . .**

WALLACE ORR PRODUCES VIDEO SERIES FOR PHILCO

WALLACE ORR, who resigned N. W. Ayer & Son vice presidency after 17 years with agency, is producing television package show of major league ball teams in spring training for Philco. Series, including nine 10-minute films, to be presented starting tomorrow (March 23) over WLWT Cincinnati. First eight to be shown Tuesday and Thursday, 7:45 p.m. (EST); final film to be screened Saturday evening before Cincinnati Reds' opener.

Robert E. Dunville, Crosley Broadcasting Corp. vice president-general manager, says series will advertise Philco video sets. Account placed through Tri-State Distributing Corp., Cincinnati Philco distributor.

TWO PROPOSED AM GRANTS ANNOUNCED BY FCC

DECISIONS proposing to grant new AM station on 1240 kc, 250 w fulltime at Eufaula, Ala., to Alabama-Georgia Broadcasters Inc. and new AM outlet on 1010 kc, 1 kw day at Baltimore to Radio Television of Baltimore, video permittee, reported by FCC Friday. Commission would deny respective competitive requests of Andrew College Broadcasting Co. for 250 w on 1240 kc, at Cuthbert, Ga., and WLOW Norfolk, Va., seeking change from 1 kw day on 1590 kc to 5 kw fulltime on 1010 kc, directional night.

FM ASSN., in move to help Radio Mfrs. Assn. in consigning FM receivers to areas where stations are opening, sent questionnaire to all FM permittees Friday asking when they plan to start operation and if they are carrying baseball programs.

WHOM CLAIMS HARDSHIP IN PROPOSED PROGRAM RULE

FCC was asked Friday by WHOM New York to include discretionary waiver clause in its proposed rule to require that stations originate majority of non-network programs from city of their main-studio location [BROADCASTING, March 1].

New York foreign-language station said proposed rule is "basically sound" in that it would compel stations to carry out their promises of service to their home communities. But in WHOM's case, petition said, rule "would be unfair and would amount to a deprivation of property without due process."

Petition, filed by Marcus Cohn of Washington law firm of Cohn & Marks, noted that when Generoso Pope and associates bought WHOM for $450,000 in October 1946 they specifically told FCC they planned to program for metropolitan New York and not Jersey City, where main studios are located, and pointed out these programs would originate from New York studios. Similar representations were made in subsequent applications—both successful—for power increase to 5 kw and for license renewal, petition said.

FINAL GRANT TO SKYLAND FOR 5 KW 980 KC IN DAYTON

FINAL FCC DECISION granting Skyland Broadcasting Corp.'s application for new fulltime Dayton, O., station on 980 kc with 5 kw (DA fulltime) and denying WTOL Toledo's bid for same facilities was announced Friday. As in proposed decision [BROADCASTING, Nov. 10], FCC ruled that Skyland proposed more efficient use of frequency on basis of area and population to be served. It is Dayton's third AM station (all 5-kw regionals).

Grant to Skyland was conditioned on Ronald B. Woodyard, president and 17.48% owner, disposing of his 45% interest in WIZE Springfield within 90 days, due to overlap between stations. Similar requirement was imposed when Skyland received Dayton Class B FM grant [BROADCASTING, Jan. 19]. Mr. Woodyard and Loren M. Berry, vice president and 17.48% owner, are also minority stockholders of FM permittees for Elyria and Columbus. Remainder of Skyland stock held by 13 other Dayton business and professional men. Network affiliation will be accepted if available.

LOTTERY LAW ASPECTS OF WNOE SHOW STUDIED

WNOE New Orleans' *Don't Say Hello* show [BROADCASTING, Feb. 16] is under study for possible violation of lottery law, FCC indicated Friday.

Question of legality was raised by Mississippi Valley Broadcasting Co. in petition seeking to have its own 1060-kc application given comparative consideration with two others for New Orleans, including WNOE's.

FCC replied memorandum opinion that petition should be denied "irrespective of the question as to whether the program in question is a lottery program or not and irrespective of the action of the Commission in regard to reopening of the [WNOE hearing] record to take testimony regarding this program."

SECRETARY MARSHALL PROMISES CLOSER CONGRESS LIAISON

ASSURANCE that Senate and House Interstate Commerce committees will be represente at all future international telecommunication conferences given Friday by Secretary of Stat George C. Marshall.

In letters to Acting Chairman Charles W Tobey of Senate committee and Sen. Ernes W. McFarland, of Arizona, Democrat, Secretary Marshall expressed "complete agreement" with their observation, in joint lette to him [BROADCASTING, March 8], that "close liaison" between committee and executiv branches would be helpful.

Forthcoming conferences include NARB in Canada (slated for August) and high-fr quency in Mexico City in October, two a Stockholm and one each at Geneva and Brussels.

To Senators' references to "reports" tha certain commercial interests are seeking t upset Atlantic City Conference's high-fre quency allocations, Sec. Marshall said Stat Dept. would insist on U. S. delegates backin up Atlantic City findings and that instruction had already been issued to that effect.

BURKE CROTTY, television director o WMAL Washington, leaves in near future t head ABC TV special events in New York. H formerly was with NBC.

ROYAL V. HOWARD, NAB Engineering Director, named member of Committee on Professional Groups of Institute of Radio Engineers by President B. E. Shackleford.

Closed Circuit

(Continued from page 4)

supposedly had jumped after protest yea ago from State Dept.

IN RESPONSE to demand of Acting Chairman Tobey of Senate Interstate & Foreig Commerce Committee that FCC ascertai whether FM allocation reports had been tampered with, as alleged by FM Inventor E. H Armstrong, Commission last week notified committee it could find nothing untoward afte thorough check of all its records and of individuals involved—many of whom have since left government service.

LATEST BEEHIVE of TV-network activity is Baltimore. With WBAL-TV definitely NBC, WMAR, Baltimore Sunpaper outlet, is negotiating with all other networks. And upcoming WAAM, which expects to start in June, likewise is talking affiliation. Sunpapers, as of last week, had made no deal, despite reports it had affiliated with CBS.

STRONG MOVE under way to postpone Interamerican Assn. of Broadcasters conferenc scheduled for Buenos Aires in June until year-end. Reasons: Political conventions here; Presidential elections in Cuba; unsettled radio censorship situation in Argentina by virtue of Peron government's activities.

INTEREST in television in Canada on upgrade. Three eastern Canadian broadcasters to apply for TV soon to CBC board of governors; CKEY Toronto plans TV station, and at least one equipment manufacturer is preparing to start early production of TV mantel-size receivers.

A TRIPLE PLAY!

MUSIC
Irving Landau and Orch.
Jack Eigen
Jack Lacy
Johnny Clarke

NEWS
Don Goddard
Howard Chamberlin
Jay Latimer
Sid Walton

SPORTS
Mel Allen
Russ Hodges
Geoff Davis
Don Dunphy

On the field a triple play is thrilling – on the air it means greater listening. Our listeners approve of the WINS three-way programming. They like music, news, and sports – and in that order. (They told us so in 10,000 letters received in a two-week period recently). "It's easy listening," they wrote. "There's something for every member of the family."

We've knocked many a "homer" for our clients, too. One was just nice enough to let us know that WINS secured for him the lowest cost-per-thousand response of the 101 stations he was using from Coast-to-Coast. Another told us to take a bow for pulling the second greatest number of letters of the eight New York stations in his campaign. (The first just nosed us out; the third was far behind).

It takes teamwork to win . . . and WINS has the team!

CROSLEY BROADCASTING CORPORATION

WINS
50KW NEW YORK